Paramount WORLD
Volume 4, Number 5 May, 1958



"The Tempest" -- Mighty, Pagan and Spectacular -- Ignites Under the Fury of Van Heflin.....

★ FILM DAILY REVIEWS OF NEW FEATURES ★

"Vertigo"

(An Alfred Hitchcock Production in TECHNICOLOR and VistaVision)
With James Stewart, Kim Novak, Barbara Bel Geddes, Tom Helmore and Henry Jones

Paramount (San Francisco Preview) 120 Mins.

ACE HITCHCOCK THRILLER COULD OUT-GROSS "REAR WINDOW." BUILDS TO A SHOCKING, BREATH-TAKING CLIMAX. SPLENDID PERFORMANCES BY STEWART AND NOVAK. BRILLIANT PHOTOGRAPHY.

DIRECTION: Excellent. **PHOTOGRAPHY: Tops.**

Alfred Hitchcock has done it again, and by that is meant that the cinema and television master of suspense has achieved another great triumph in the type of story he specializes in. Paramount's "Vertigo," from the eerie, surrealistic titles down to its shocking, breath-taking climax, bids fair to outgross "Rear Window," the most successful of Hitchcock's previous efforts.

For marquee material, Hitchcock has James Stewart and Kim Novak, who rank high among the nation's box office attractions and who here do most effective jobs in their roles. While fine performances are standard with Stewart, it is Miss Novak whose work surprises. She scores in her dual role, and under the guidance of Hitchcock emerges as a fine actress. The producer-director makes excellent use of Miss Novak's type of beauty, even to the extent of using her large eyes as part of the main title backgrounds.

Hitchcock took the French novel "D'Entre Les Morts" ("Amongst the Dead"), by Pierre Boileau and Thomas Narcejec, and had Alec Coppel and Samuel Taylor do a screenplay with San Francisco as the background, and the time, the present. Stewart plays a police officer who resigns the force when a fellow officer dies in a fall when Stewart is powerless to act because of his acrophobia (fear of heights).A friend, shipbuilding magnate, hires him to shadow his wife (played by Miss Novak), who, he says, has suicidal tendencies.

The shadowing leads through an art gallery, an old mission, a flower shop until she goes to a pier and attempts to kill herself. Stewart rescues her, and they fall in love. But this is ended when Miss Novak runs up into the tower of a mission, and Stewart, unable to follow her up the steps because of his phobia, sees her body hurtling down to the adjacent roof.

After the inquest, Stewart goes to a mental institution, and upon his discharge takes up the hunt for Miss Novak, refusing somehow to believe that she is dead. In his quest, he finds a girl with darkened hair, more make-up but bearing an amazing resemblance to his love. The tragic conclusion is a thriller, and a sure audience shocker, in the best Hitchcock tradition.

What faults there are lie chiefly in the slow start of the story and the attention paid to the various historic spots in San Francisco and surrounding territory, all of which are interesting but serve to impede the action.

The other players are finely cast and come to life under Hitchcock's direction. Barbara Bel Geddes as co-star shines as the sophisticated girl friend of Stewart (her first screen appearance in about six years); Tom Helmore, is fine as the shipbuilder; Henry Jones etches a fine performance as the coroner; Ellen Corby is great as the manager of a small, run-down hotel. Raymond Bailey, Konstantin Shayne and Lee Patrick also do well.

Photographed in VistaVision and Technicolor, the picture reflects the artistry of cinematographer Robert Burks, art directors Hal Pereira and Henry Bumstead; special photographic effects by John P. Fulton and process photography by Farciot Edouart and Wallace Kelley.

Music by Bernard Herrmann, conducted in England by Muir Mathieson, contributed greatly to the eerie quality of the film.

All in all, the picture is an artistic and entertainment triumph. It should be a commercial triumph, also.

CAST: James Stewart, Kim Novak, Barbara Bel Geddes, Tom Helmore, Henry Jones, Raymond Bailey, Ellen Corby, Konstantin Shayne, Lee Patrick.

CREDITS: Producer-director, Alfred Hitchcock; Screenplay by Alec Coppel and Samuel Taylor; based upon the novel D'Entre Les Morts by Pierre Boileau and Thomas Narcejec; Director of Photography, Robert Burks; Technicolor color consultant, Richard Mueller; Art Directors, Hal Pereira and Henry Bumstead; Special Photographic Effects, John P. Fulton; Process photography, Farciot Edouart and Wallace Kelley; Titled designed by Saul Bass; Editor, George Tomasini; Special sequence by John Ferren; Music by Bernard Herrmann; conducted by Muir Mathieson; Associate producer, Herbert Coleman.

"Hot Spell"

with Shirley Booth, Anthony Quinn, Shirley MacLaine.

Paramount (VistaVision) 86 Mi

THE LIFE AND DEATH OF A LADY'S ILLUSION. SUPERBLY CAST AND ACTED DRAMA. BETTER-QUALITY ENTERTAINMENT.

DIRECTION: Perceptive. **PHOTOGRAPHY: Fine.**

The story of a woman who sidesteps the realities surrounding her husband and children and takes refuge in pleasant illusions, is stroked out in touching drama in "Hot Spell." This Hal Wallis production is blessed by brilliant performances dominated by Shirley Booth and Anthony Quinn. As the mother who clucks dotingly over her wayward husband and her children Miss Booth distills the ironic sadness out of her role while Quinn as the crude, self-posturing father brings a convincing realism to his characterization.

James Poe's screenplay is based on a play by Lonnie Coleman and the film unfolds largely like a photographed play. What it has to say is poignant, penetrating and dramatic. As a motion picture it should do much to bring out those patrons who visit the theatre only when the fare has greater than ordinary appeal.

The three children, who have their own problems romantic, and otherwise, are Clint Kimbrough, sensitive, groping; Shirley MacLaine, pretty and shy; and Earl Hollimon, outspoken and ambitious. When Miss MacLaine attempts to wring a marriage proposal from Warren Stevens, following the prodding of her mother, it is Quinn who botches things up with his clumsy thrust.

Against all evidence Miss Booth continues to believe in her husband until he runs off with his new and young "love." An excess of liquor and affection behind the wheel causes a fatal automobile accident.

The father is buried but it is a sure thing that Miss Booth will remember him through illusioned eyes.

The film was set in Louisiana and the "hot spell" of the title is stamped all over the atmosphere.

The professionally competent performances all around are a credit to director Daniel Mann. And the photography by Loyal Griggs and the music score by Alex North reinforce the proper mood effectively.

We have here a picture that is intelligent and probing in approach and often touches the core of the emotions: Bright bits of comedy ignite throughout to round out the presentation.

CAST: Shirley Booth, Anthony Quinn, Shirley MacLaine, Earl Hollimon, Eileen Heckart, Clint Kimbrough, Warren Stevens, Jody Lawrence, Harlan Warde, Valerie Allen, Stafford Repp, Irene Tedrow, Bill Walker, Louise Franklin, Anthony Jochim, Johnny Lee, Elsie Weller, Len Hendry, John Indrisano, Watson H. Downs, William Duray, Tony Merrill, Fred Zendar.

CREDITS: Produced by Hal. B. Wallis; Directed by Daniel Mann; Screenplay by James Poe; Based on a play by Lonnie Coleman; Director of photography, Loyal Griggs; Music score by Alex North; Associate producer, Paul Nathan.

TOP PRAISE
for
TOP PRODUCT
(Paramount of Course)
Dominates the
FILM DAILY's
Reviewing Section

HIGHSPOTS OF THE MOUNTING WORLD TRIUMPH OF "THE TEN COMMANDMENTS"

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The towering business reports on box-office records achieved by "The Ten Commandments" are almost more than can be kept pace with in a monthly publication. Hence our aim to tell the success story of this greatest of all motion pictures more by pictures than by mere words. Some of these success reports -- like those of Osaka, Bangkok and Brisbane -- are radiantly new. Others, like those of London, Paris, berlin, Lima and many other cities, are a little older, but none the less radiant....What we desire most of all to say is that the magnificent accomplishments with this picture are known, appreciated and will be enduringly remembered in Hollywood and New York.





SYDNEY, AUSTRALIA - Now in the 11th week of "The Ten Commandments," this is what the spacious lobby of the Prince Edward looks like these days. Crowds! Crowds! Nothing but crowds - and capacity box-office returns.

OSAKA, JAPAN - The mighty display for "The Ten Commandments" has now moved along from Tokyo to this great city where it is housed in the Osaka Namba Daigekijo - one of the world's great department stores. Announcing its presence is the display shown above. This presentation, which is a display in depth, is 60 feet wide, by 45 feet deep. Even so, you might not fully appreciate this size, so we are moving to the picture below for a close-up.



...Here's a close view of the very spell-binding display on the front of the Osaka Namba Daigekijo that Messrs Metori, Ise and Sakamoto are so proud of. It's a wonderful piece of showmanship, inspiring and big. How big? We told you above. You want some sort of comparison? Well, take a look at the man in lower left, indicated by the arrow. That's how big!

RIGHT

SYDNEY - Another phase of the extensive showmanship campaign for "The Ten Commandments" at the Prince Edward Theatre conducted under the direction of Joe Joel, was this very effective window in Angus and Robertson's, Sydney's premier book store. Credit for this attractive placement goes to Frank Deane of the Sydney Publicity Department.





BERLIN - Announcement which is part of this magnificent front-of-house display indicates that at the time of the photograph "The Ten Commandments" was in its 11th Berlin week (which includes the opening 8 weeks at the Zoo Palast). This front is of the Atelier am Zoo, which is in the same premises as the Zoo Palast, and this decoration represents the most important and spectacular display in the theatre's history. The Cecil B. DeMille production is continuing at the Atelier indefinitely.

Bangkok Has Dazzling Royal Premiere for "Ten Commandments"

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Climaxing months of meticulous preparation, the Royal Premiere of "The Ten Commandments" took place the evening of May 3rd in the Grand Theatre, Bangkok, in the presence of Their Majesties the King and Queen of Thailand. The event was an awe-inspiring success. Paramount representatives S. A. Henriksen, Far East Supervisor, and Chana Chaikijkarana, Thailand Manager, helped contribute a glowing page to Paramount's international prestige. An indication of this is contained in the following cable sent by Mr. Henriksen, and addressed to the president of Paramount International, James E. Perkins:

ROYAL COMMAND PERFORMANCE "TEN COMMANDMENTS" BANGKOK LAST NIGHT MAGNIFICENT EVENT. KING AND QUEEN AND PRACTICALLY ALL MEMBERS ROYAL FAMILY, MINISTERS OF STATE, AMBASSADORS MOST COUNTRIES PRESENT.PRESS COVERAGE FANTASTIC AND REACTION EXCELLENT. HEAVIEST ADVANCE BOOKINGS IN HISTORY OF BUSINESS. GREATEST SUCCESS GUARANTEED.

Photographs and press despatches were en route to New York at time of our going to press. They will be made fitting use of in next month's issue.

Paramount World.....

Published every month by Paramount Pictures Corporation, 1501 Broadway, New York 36, New York, USA. Issued by and for members of the Paramount organization around the world who believe in the entertainment appeal of their motion picture product and in the business future of their company.

ALBERT DEANE, Editor

Volume 4, Number 5 May, 1958

The Film Daily — May 2, 1958

Today's Thought

☆ ONLY THE first companies — the leaders — can survive. There is no longer any room for second-rate companies, second-rate actors or second-rate stories. Everything really must be bigger and better.

—BARNEY BALABAN, in an interview published yesterday in the New York World Telegram & Sun.

THE BUSINESS ARTicle in the New York World Telegram from which the item at the left is an excerpt, had this lead-off option to offer: "Barney Balaban, president of Paramount Pictures Corp., is convinced that the film business is close to learning how to utilize TV financially. The day of filmdom's subordination to TV is nearly over, he believes. He adds cannily, however, that two factors should make this possible: Hollywood has learned that the 'spectacular' - a high-cost, big star picture can record unprecedented grosses...Theatre owners themselves are getting more selective in their picture demands. They've learned that quality, not quantity, determines profits..." These were but two of many statements of top importance in the three-column story on the first page of the newspaper's financial section.

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LOCAL LAD MAKES GOOD -- In commenting on Latin American business generally following his return to New York, and on the glowingly fine performance of "The Ten Commandments" at the Tacna Theatre in Lima, Peru, James E. Perkins, president of Paramount International, who was in Lima last month, gave full and absolute credit for the towering success of the engagement to Paramount Manager Lennart Bjorck, whose executive driving power was a 24-hours-a-day operation from a point months in advance of release right through to the termination of the engagement. An engagement, by the way, which registered a box-office gross of 2½Million Soles (after taxes) and covered almost 40% of the city's population -- a figure so far beyond the previous Peruvian record of any company at any time that actually there is no comparison.....Bravo, Lennart!

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THIS IS INDEED SHOWMANSHIP

One of the many glorious things accomplished by "The Ten Commandments" has been the new sense of force, direction and dignity it has imparted to creative showmanship around the world. A particularly fine instance in point is this front of the Hollywood Theatre in Basle, Switzerland.

The original painting of the parting of the Red Sea, at left (which incidentally is the largest original display of its kind in the history of film exhibition in Switzerland, is almost 30 feet wide. The poster of Moses over the main entrance is 16 feet wide).

FROM DENMARK we have further evidence of the fact that showmanship is to our business what oxygen is to air. Denmark has in the past couple of years been through a very tough time, with American productions prevented from reaching Danish screens for a multiplicity of quite difficult reasons.

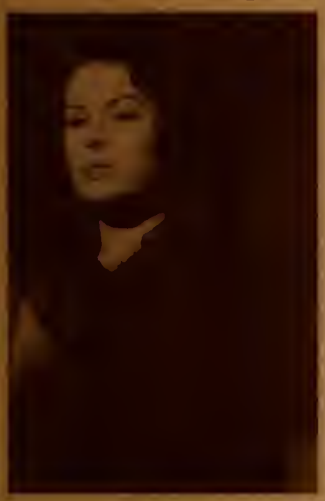
Even when the product resumed screening, there remained a number of difficulties. Paramount Manager John Aarshoj has detailed several of these in his reports showing that showmanship remains alive. One concerns the Bagsvaerd Bio, in Bagsvaerd, a town of 15,000 inhabitants. This cinema had to close down, and the nearest one was in Villabyernes, five miles away. Mr. Aarshoj and Manager Fisker of Villabyernes conferred on a host of plans, the outcome of which was the purchase of a 72-passenger bus to bring the Bagsvaerd moviegoers to Villabyernes -- particularly to see "Artists and Models," the Martin and Lewis humdinger. The whole affair was made a gala one, with the Mayor and his wife among the passengers, and business companies distributing smokes and chocolate to the passengers. There were many other facets to the stunt, but the main consideration was that spirited showmanship triumphed - and at no expense to Paramount.

.....And while we have Mr. Aarshoj under review it is interesting to note that when American films returned to Danish screens, Paramount's manager was johnny-on-the spot, along with Publicity Manager Mrs. Anderson in providing the Danish Radio with a host of records covering upcoming Paramount productions, and in making it an insistent stipulation that the name of Paramount be mentioned in advance of every playing.

"THE TEMPEST," PARAMOUNT RELEASE BY PRODUCER OF "WAR AND PEACE," BEING FILMED IN YUGOSLAVIA

Our cover picture, full of fury, violence and spectacular thrill (all typified by the artistry of Van Heflin), is symbolic of the entertainment greatness of the Dino De Laurentiis production for Paramount which presently bears the title of "The Tempest." The picture has entered its third month of production in Yugoslavia, and has further months of production in Italy before its completion and its release by Paramount throughout most of the world.

Meanwhile there have been many cables attesting to the greatness of the production sent by Paramount's representative with the company. This representative is Luigi Zaccardi. Here are some excerpts from his reports: "....SHOOTING PRINCIPAL BATTLE SEQUENCES IN WHICH PUGACHOV IS DEFEATED BY CATHERINE'S TROOPS.USING FIVE THOUSAND MEN AND AN EQUAL NUMBER OF HORSES.... AMOUNT OF TRACK LAID FOR CAVALRY CHARGE AGAINST PUGACHOV WILL PRODUCE THE LONGEST ACTION TRUCKING SHOT EVER MADE...EXPECT TO SEE NEXT WEEK ROUGH CUT OF EVERYTHING MADE TO DATE....EVERYTHING ABOUT PICTURE MASSIVE AND EXCITING.



SILVANA MANGANO
Stately and warmly magnetic in the role of the compelling 'Masha.'



VAN HEFLIN
An actor of masterly competence, will emerge with new honors in the role of 'Pugachov.'

ALDO TONTI, Director of Cinematography for WAR AND PEACE, has a like responsibility in the filming of THE TEMPEST.



PROGRESS ON A MASSIVE SET
Erected outside of Belgrade, this is a view of the Church, left, and the house of Captain Miranoff. There has just been a snowstorm, which has made all inhabitants of the giant Fort Bjelogorsk snow-bound. This massive fort, covering many acres, is of strategic importance in Pushkin's celebrated story.

The Players

* * * *

Here are the top personalities in the wonderful cast already assembled by Dino De Laurentiis, producer:

SILVANA MANGANO
VAN HEFLIN
VIVECA LINDFORS
GEOFFREY HORNE
ROBERT KEITH
OSCAR HOMOLKA
AGNES MOOREHEAD
HELMUT DANTINE
FINLAY CURRIE
VITTORIO GASSMAN

More names to follow as the production progresses.



VIVECA LINDFORS
This talented actress makes a magnificent and magnetic Catherine the Great of Russia in this stirring picture.

(RIGHT) Silvana Mangano as Masha is dragged before Empress Catherine the Great, whose palace BELOW blazes with riotous revelry and feasting.





"THE TEMPEST" IS NOT THE FINAL TITLE FOR THIS PRODUCTION....A WORLD-WIDE CONTEST AMONG PARAMOUNTEERS FOR A MORE EFFECTIVE BOX-OFFICE TITLE IS UNDER WAY WHILE THIS ISSUE OF PARAMOUNT WORLD IS IN THE PRESS....THE WINNER, WHO WILL ALSO RECEIVE A BOND VALUED AT $100, WILL BE PICTURED IN THE JUNE ISSUE.

PICTURES AND NEWS FROM THE NORTH AMERICAN BRANCHES...

One of the airlines recently introduced a special half-fare rate for wives accompanying their husbands on business trips. Anticipating some valuable testimonials, the publicity department of the airline sent out letters to all the wives of businessmen who used the special rates, asking how they enjoyed their trip.

Responses are still pouring in asking, "What trip?"



The mobile face of the glamorous Sophia Loren in put to wonderfully effective use all the way through "The Black Orchid."

People may differ in tradition, language and religion, but they all have one common denominator -- a desire to be treated like human beings.
- Stanley C.Allyn



Effective,eye-catching poster devised by the Paramounteers of Brussels as part of the showmanship campaign for selling "The Buster Keaton Story."

KANSAS CITY We have been so busy here in Kansas City that we haven't really taken time to properly welcome our new Student Booker, Don Genova. Don was formerly in our Shipping Dept. We would also like to welcome back Charles Breshears who took over Don's job in Shipping..... The Motion Picture Industry, in cooperation with the Kansas City Chamber of Commerce, played host to 18 high school boys and girls for a day during Business Education Week. The young people from several Kansas City high schools met in the Paramount screening room and then proceeded on a tour of film row to learn about the distribution end of the Motion Picture Industry..... Of course, vacation time is upon us again and everyone is busy making plans to have a wonderful vacation..... On April 28, the Shipping and Inspection Departments celebrated Daisy Zeh's 31st year with Paramount. Everyone enjoyed cake and ice cream. Incidentally, the cake was baked by the Head Shipper, Bob Jackson.

--Susan Marsh

WASHINGTON On the day of one of our big snowstorms, February 17, we had a visit from Traveling Auditor, Mr. A. C. Brown, who left us April 17. When asked if he enjoyed his stay, he told us he "had a wonderful time."

Branch Manager, Herb Gillis, is now recovered from a kidney attack.

Clark Gable and his wife, Kay, were in town April 2 for a special showing of "Teacher's Pet" at the Ontario Theatre. Unfortunately, "The King" didn't make it up to the office, though.

Former employee, Anne Bates, visited us on April 4, just for a short while. She resigned in January to take up her household duties, and she says she enjoys every bit of it. Looks like it took a liking to her, too.

Stevie Gillis was here on April 4th, also The five-year-old son of our Branch Manager, Herb Gillis, came in with his Daddy to "get a job, just for the day," and fascinated all of us.

After plenty of snow for the winter, spring is finally beginning. Of course, this means "vacation time," and we find Helen Schultze, booker's clerk, leaving for Florida on May 16th for three weeks.

--Marie Rutter
(formerly Marie Franks)

Marlon Brando's First to be "Guns Up!"

Pennebaker, Inc. have acquired a new Western entitled "Guns Up!" for the first Marlon Brando picture for Paramount release and will have the property before the cameras by June 9. Frank P. Rosenberg has been signed as the producer by Pennebaker executive producers George Glass and Walter Seltzer. No director has been announced yet, nor the supporting cast.



BRANDO

Pennebaker is moving back until next spring its previously announced Brando starrer tentatively titled "Ride, Comanchero." Before this production is started it will be given another title.

Stanley Kubrick, young director of "Paths of Glory," will direct Marlon Brando in the star's first independent movie, "Guns Up," for Paramount release. Filming starts in July.



REALISM FOR "HOUSEBOAT"

One of the many scenes filmed in Washington, D.C. Background is provided by the majestic dignity of the Lincoln Memorial. In the closer view are Cary Grant and moppets Paul Petersen, Charles Herbert and Mimi Gibson. This is the start of Cary's task of winning his three film children back to him.

PARAMOUNT SHOWMANSHIP MANUAL



SEE INSIDE PAGES FOR OTHER SENSATIONAL ADS TO SELL THIS SENSATIONAL PRODUCTION!

COVER OF THE SUPERB showmanship manual for booking, selling and exhibiting one of the finest dramatic motion pictures ever to carry the Paramount Trade Mark -- Don Hartman's production of Eugene O'Neill's "Desire Under the Elms," co-starring Sophia Loren, Anthony Perkins and Burl Ives.

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JAMES E. PERKINS, PARA. INT'L. PRES. MAKES FINE UPBEAT REPORT FOLLOWING STH. AMER. SURVEY

Paramount International President James E.Perkins returned to New York earlier this month with the report that Paramount's South and Central American business is not only presently great, but is continuing on the upbeat.

He further stated that the potential for "The Ten Commandments," based on accomplishments to date, is so fabulous that there exists no comparable yardstick to evaluate it. Also in the realm of "big pictures," Mr. Perkins stated that the company's matchless organizations in the various countries visited have accomplished new all-time records with "War and Peace" and "Gunfight at the O.K. Corral." All of this in the face of serious local economic difficulties in several of the more important countries.

One engagement of "The Ten Commandments" is reported on editorially on Page 4. This is the one at Lima's Tacna Theatre, an ace accomplishment of top magnitude. Another has been the engagement at Georgetown, British Guiana, where the Cecil B.DeMille production has, in a single engagement, returned to Paramount the equivilent of a full year's film rental. In the case of Caracas,where local turmoil began at the same time as the picture's premiere, "The Ten Commandments" will be brought back for a repeat engagement.

One other mighty "T.T.C." engagement in Mr. Perkins' report was the fabulously successful one still running in Puerto Rico.





Airport Arrivals

SANTIAGO, CHILE -- Mrs.Henry Gordon and Mrs. J.E.Perkins, left. Mr.Perkins shaking hands with Manager Juan Laupheimer, Mr. Gordon between them. In foreground, Hugo Frenk, territorial representative of "The Ten Commandments." MONTEVIDEO, URUGUAY (at top): ---reading from left: C.Mazzeo,Sales Manager, Glucksmann Organization; Hugo Stramer, Paramount Managing Director; Mrs. Gordon, Mrs. Perkins, Latin American Division Manager H.B.Gordon; Mr. Perkins; Bernardo Glucksmann, Adolfo Wallfisch.



RIO DE JANEIRO - Group on hand to meet the travellers as they arrived from Sao Paulo. From the left: Messrs. P.S.Germano, A.L.Cesar,Dr.Vital Moura de Castro, Mr. and Mrs. H.B.Gordon, Mr.and Mrs. J.E.Perkins, Messrs. Harry Stone (MPEA) and Stuart B. Dunlap.



SAO PAULO - Gathering at Sao Paulo Airport to greet Mr. and Mrs. Perkins and Mr. and Mrs. Gordon on arrival from Montevideo. Reading from left: Manager M.A.Mancini, Julio Llorente, Mr. and Mrs. Gordon, Mr. and Mrs. Perkins, Mrs. Mancini,General Manager Stuart B.Dunlap, Snr. Araujo Almeida,and Florentino Llorente.

21 Weeks in the Tacna!

That's the simple story of the accomplishment of Cecil B. DeMille's production of "The Ten Commandments" in the Tacna Theatre, Lima, Peru.

But the story is more than that - much more!

In its 21 weeks in the Tacna the picture grossed a figure which seems absolutely unmatchable. The figure was more than five times what "The Greatest Show on Earth" did in 6 weeks; almost four times what "War and Peace" did in 9 weeks.

Aggregate attendance was 299,866, which is more than 30% of Lima's total population. Paramount Manager Lennart Bjorck, who prepared a masterly report on the whole engagement, stated that there was proof that many attendees were five- and six-time repeaters. A lot of them had come from far away and had never been in the Tacna before.

Only other pictures in history to get into the Million-Soles class have been "The Robe" and "Around the World in 80 Days." First of these played 16 weeks to less than 40% of "Commandments" figure; "80 Days" is about to close after 16 weeks, with a figure a bit under 50% of the record established by Mr. DeMille's masterwork. Both of these other-company productions played in theatres considerably smaller than the Tacna.

And so we have another instance of the miracle appeal of "The Ten Commandments." 'Tis a story that we shall be telling, lo these many years!

More World Esteem of "The Ten Commandments"



BOMBAY, INDIA - His Excellency the Governor of Bombay, Sri Prakasa, saw "The Ten Commandments" at the Regal in mid-April and expressed his appreciation of the film's powerful theme.

Shown in the group above, in the Regal's lobby, are, from left: Miss Sharat Kumari; Mrs. K.K.Moghe; His Excellency the Governor; Mr.F.H. Sidhwa, Managing Director, Globe Theatres; Mr. Virjee, Regal Theatre Manager; Mrs.Suryakumari Devi (niece of the Governor); Paramount Acting General Manager K. S. Vaidyanathan; Lt. M. R. Cambatta, ADC to the Governor.

"The Ten Commandments" began its 17th week at the Regal on May 16th. Previous record for length of run as well as attendance is held by Cecil B. DeMille's own "Samson and Delilah," which played 12 weeks in Bombay in 1950.

The engagement of "The Ten Commandments" at the Regal will continue indefinitely.

High praise from Bombay

Mr. F. H. Sidhwa, Managing Director of Globe Theatres Private Ltd., (he is pictured in group above) has written to Cecil B. DeMille in Hollywood a most unusual exhibitor-to-producer letter based on the record-breaking engagement of "The Ten Commandments" in his Regal Theatre. The letter was written at the moment when Mr. DeMille's production became the longest-running foreign film in Indian motion picture history. We give you herewith excerpts from this most gratifying letter:

"On Friday, April 18th, your monumental production of 'The Ten Commandments' entered the thirteenth record-breaking week of its premiere Asian release at our Regal Theatre. On the occasion of this unique success of your picture, I send you our felicitations with the ardent hope that it may go on and on for weeks and weeks. As one veteran to another in our allied fields, I sincerely wish it...The returns of some of the later weeks have been even better than those of the beginning weeks. This only goes to prove that the production is indeed a colossus; its dynamic message that 'All men are brothers and religion is mankind's only salvation' is bound to strike deeply into the hearts of everyone who sees it; and these will pass the good word to the others, and so on and so on, thus gaining universal acceptance for it.

"My continued study of patron reaction to your production at my theatre and my formal contact with some of them augurs well for 'The Ten Commandments,' and it looks as though the picture is well set for a long run. Personally I have been quite thrilled by 'The Ten Commandments.' Never in my 47 years in the exhibition field have I seen anything so big. I am so obsessed with it that my people at home say that I don't do anything else these days except think, talk and dream of 'The Ten Commandments.'

"Anyway, believe it or not, ever since I have seen the picture, I have become a more cheerful, more happy and more healthy man. Little wonder therefore, that I am very proud of having been the first to acquire the Asian exhibition rights for this gigantic film masterpiece. Recently we had the honour to receive a personal request from the Governor of Bombay asking for seats for himself and his household to see 'The Ten Commandments.' This is not only a very rare but the only solitary instance of its kind in the case of a foreign film."


Deutsche Liga für Menschenrechte

Urkunde

DIE ZEHN GEBOTE

BERLIN - When Cecil B. DeMille was here last October, he was given a citation by the German League of Human Rights for his great film contributions over the years, and particularly for his production of "The Ten Commandments." In addition, the film itself was given the League's special citation, which is reproduced above. This citation is displayed at all theatres in Germany when the engagement of the picture is announced, and remains on display up to, and throughout the entire engagement.



OSAKA, Japan - A billboard for "The Ten Commandments" in a commanding spot in front of the Osaka Railway Station.

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SANTIAGO, CHILE - This is the fine, dignified fashion in which the granite tablets bearing the text of The Ten Commandments were displayed in the lobby of the Rex Theatre during the most successful engagement of the Cecil B. DeMille production. Paramount Manager Juan Laupheimer reports that the tablets attracted great and reverent attention from the public.



SAN JUAN, PUERTO RICO ** A trio of scenes connected with the showing of "The Ten Commandments" at the Saint Joseph School which was attended by over 200 sisters of various Catholic orders. Majority of them were teachers in schools representing more than 20,000 pupils. Here, above, Paramount Manager Frank J.Planas speaks with sisters from Saint Anthony School and finds that 18 sisters, representing 1,300 pupils, were attending.



Here are Father Albert Schmidt, in charge of projection; Sister Ancilla Marie, of the Order of Nortre Dame; and Mr. Planas.



Partial view of the throng witnessing the Cecil B. DeMille production. In foreground are some of the lay teachers who also attended the showing.

INTERNATIONAL FILM NOTABLES SNAPPED BY OUR CAMERAS



MEXICO CITY - Prior to his departure for London in mid-April, Jerry Lewis was in this city in connection with final editing of his uproarious comedy, "Rock-A-Bye Baby." He is shown here at a cocktail party held in his honor at the Reforma Hotel. He was a wonderful guest and won a great deal of newspaper space for himself, his pictures and Paramount.

From left: Mr. Jorge Uriza, Mexican reporter; Paramount Manager Antonio Sastre; J. Lewis; Paramount General Manager Arthur L. Pratchett; Mr. Davidson, Chief of Production; Assistant Paramount Manager Arturo Villanueva; Jack Keller, Jerry's press agent.



PORT OF SPAIN, TRINIDAD - Honored guests at premiere of "The Ten Commandments" being greeted in main lounge of the De Luxe Theatre. From the left: His Excellency Lord Hailes, Governor General of the West Indies; Mr. Teelucksing; Lady Hailes; Mrs. Mahndir and Paramount Manager Peter Moreno. The date: March 26, 1958.



HOLLYWOOD - Dr.Stephen Kayser, curator of the Jewish Museum at Jewish Theological Seminary of America in New York City, confers with Cecil B. DeMille at the studio regarding "The Ten Commandments." Dr. Kayser is a leading art authority.



PARIS - Charlton Heston is interviewed by the Paris press on the subject of "The Ten Commandments," with Odette Ferry, ace Paramount publicist, left centre, serving as interpreter.



RIO DE JANEIRO - Among those on hand to welcome Mr. J.E. Perkins to Brazil was eminent exhibitor Vital Moura de Castro. Scene is Rio Airport.



HOLLYWOOD - James Stewart (l.) and Alfred Hitchcock, a couple of colorful and talented guys who never have been accused of moving (themselves) at anything approaching jet speed, take it even easier during a recess in the filming of Mr. H.'s "Vertigo." Or is it that they have taken too literally the dizziness of the thriller-suspensefilm's title. Be that as it may, the angelic lighting fixture is not -- repeat 'not' -- growing out of Mr. Hitchcock's shoulder; nor is it shedding light on the dark subject of "Vertigo."



HOLLYWOOD - Cecil B. DeMille has as a luncheon guest in the Paramount commissary Mr. Shodja-Ed-Din-Malayeri, Director General of the Ministry of the Interior of Iran, at Teheran.



HOLLYWOOD - George V. Allen, head of the United States Information Agency, was honored recently at a luncheon at the Paramount Studio here. From left, clockwise: Producer William Perlberg, Producer-Director Cecil B. DeMille; Y. Frank Freeman, Vice President and head of Paramount Studio; Mr. Allen; George Sidney, President of the Screen Directors' Guild; Producer-Director George Seaton, who is also President of the Academy of Motion Picture Arts and Sciences;and Edmund Hartmann, President of the Writers Guild of America-West.

Personnel News From the Paramount Building: VistaVision League Winds Season and Parties

Comes Spring, comes the bowlers' final fling at Bal Tabarin and "April showers"-- rain --and "May flowers," lilacs, anyway. May 12th was lilac day at Paramount. On 10th floor receptionist Joseph Coote presented bouquet to Messrs. Perkins and Piper's secretaries. Next door in Traffic were Vera Guilfoyle's lilacs. On 8th floor Accounting's Percy Lockwood gave double-size bouquet to Lillian Hampton just before door opened and Accounting head William Clark walked in with a lilac armful. On 9th floor Mr. Balaban's secretary, Aldyth Reichenbach got lilacs from Lillian in exchange for some vases.



I.Q. PLUS ENERGY: Susan Schur, daughter of Branch Operations head George Schur, was among students pictured in N.Y. Times Magazine feature on Massachusetts Institute of Technology, April 27th. In leisure hours she edits student technical magazine, is production manager for stage shows.

Newsbits: Contract's Ronnie Gerard is sunning in Acapulco, Mexico.... Lucille Genova Cardone, James Greenleaf's sec'y, left to await visit of "Sir Stork" and was presented with check from the "gang" for layette shopping....Treasury Dept. added accountant Charles Gordon in Mr. Greenleaf's 10th floor office. And Medical Dept. welcomed Mrs. Sally Kreger, R.N. .... Catherine Miner, head of switchboard, still regrettably convalescing at Presbyterian Hospital's Harkness Pavilion... Bob McKeown, Mail Dept., got editorial pat on back from Bowling World for innovating "Potluck League" idea.....



BROTHER & SISTER ACT: Joseph, Jr. and Maureen Diana pose for photographer--their dad, Joe Diana, Int'l Traffic Dept. Two eldest children, both girls, "helped" Dad. Baby's 2 mos. old.

FOR THE RECORD

VistaVision League - '57-'58: Champion team: ANNA MAGNANI (pictured right). #2: HENRY FONDA (r.) High Average: Anna Isokait, 140; Mary Brady, 132. Bob McKeown, 160; Al LoPresti, 159. High Series: Kay Burke, 473; Anna Isokait, 467. Bob McKeown, 607; Al LoPresti, 567. High Game: Anna Isokait, 194; Doris Rossi, 189. Bob McKeown, 246; John Rubinich, 224. Bowlers of the Year: Jeanne Nolander; Mike Novara. N.Y. bowling association awards for high game to Doris Rossi and Bob McKeown (Isokait ineligible). WIBC Championship Patches: Jeanne Nolander, Sue Dorman. ABC Championship Patches: Joe Bisdale; Ralph Rosello; John McKeown.

American Bowling Congress Award to Most Improved Bowler: Alfred Conti, 15-85 pins. And ABC Award for Triplicate to Steve Kolankowski (133, 133, 133).

NEW YORK BRANCH NEWS

--from Nat Stern.

Vacation plans a-brewing: Mr. Sattler's secretary Lorrie Green to Mexico; Pearl Assissio to Las Vegas (all contributions for the gambling tables being accepted); Office Mgr. Richard Magan to Rockaways again; Max Schreiber driving the family to Florida; and Stanley Kalman's saving his vacation for the World Series.

(Mr. Stern's secretary revealed that he has set out 700 seedlings for the "co-op" apartment where he lives! 700.)



BUTTONS & BOWS: That song was a solo by Grace Ganguzza in charity benefit musical revue, "Go West," presented by the McGowan Ladies Club of West New York, N.J. Grace also danced as chorus girl. Lots of fun, she says.





AT THE TOP: the top team in the VistaVision League for '57-'58 season includes (l.-r.) Ralph Rosello; Jeanne Nolander; Joe Bisdale, Capt.; Sue Dorman and John McKeown. Pictured next the #2 team of (l.-r.) Al LoPresti, Capt.; Bernie Marks; Catherine Burke; Ernie Casazza; Michael Novara. And next year?



HANDSHAKE and a token of appreciation to Charles Hickey (r.) who has presided for five years over Paramount's club activities. Handshaker is Bob McKeown, editor of bowling bulletin.

FLAMENCO DANCER was Joan Arenas before marriage and joining Int'l's Service Dept. Nine years of study, during which she danced in Cuba, in Washington for Spanish Ambassador and in metropolitan area. Does both classic and folk dance.



Memo for Memorial Day: Safe Driving -- the "live" way to celebrate.

-------- Page by Ann Usher.

PICTURE NEWS COVERAGE OF THE U.S. AND CANADA SCENE



APPOINTED EXPLOITATION MANAGER

NEW YORK - Appointment of Joseph Friedman as exploitation manager of Paramount Pictures was announced April 21st by Jerome Pickman, vice-president of Paramount Film Distributing Corp., in charge of Paramount's advertising, publicity and exploitation. Appointment became effective immediately.

Friedman had earlier resigned as assistant director of field exploitation for Warners. He had been with that company since 1945.

David Judson, with the Paramount exploitation department since 1950, is serving as assistant to Friedman.



SALT LAKE CITY, UTAH - The splendid showmanship implicit in the Perlberg-Seaton plan of having national motion picture critics on the sets during the making of "Teacher's Pet," and actually appearing in the film, is now paying off handsomely.

Here is how co-workers on the Salt Lake News 'embellished' a portrait of Film Critic Howard Pearson, who was one of the 69 newsmen and newswomen who took part in the making of the fine comedy. At right is a scene from the film, with an arrow indicating 'Actor' Pearson.



HOLLYWOOD - It was a cinch that anybody with a name like Abbe Lane would be tapped for a publicity stunt like this one. Anybody knows that a thoroughfare named Abbe Lane is much more intriguing than one called 2nd. St. So the stunt was a good one. We fell for it. It got space here, plus a mention of Cornel Wilde's "Maracaibo," in which the sultry, voluptuous Abbe has such a slinky role.





VENICE, CALIFORNIA - Jean Wallace appears to have heard of 'Samson' as she strikes this interesting pose on a Pacific beach after having completed her fascinating role in her husband's (Cornel Wilde) thrilling epic of the Venezuelan oilfields, "Maracaibo."

RIGHT

WASHINGTON, D.C.- During his national tour in behalf of "Teacher's Pet," Clark Gable met Mrs. John (Barbara) Eisenhower and Major John Eisenhower (daughter-in-law and son of President Eisenhower).





SAN FRANCISCO - "Vertigo" toppers arrive at the Stage Door Theatre for the press preview showing of this top suspense-thriller. From left are James Stewart, Alfred Hitchcock and Kim Novak, with studio publicity manager Bob Goodfried completing the quartette. Picture won the complete admiration of the reviewers.

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BOSTON - Here for a personal appearance in connection with "St. Louis Blues," Nat 'King' Cole is shown with Jack Brown (L) Boston's City Greeter, and Dan deNyboe, manager of the Sheraton Plaza Hotel.



DUSSELDORF - The noted German actor, Paul Klinger, reads a special message from the stage of the Savoy-Theater at the premiere of "The Ten Commandments." Mr. Klinger spoke Cecil B. DeMille's words in German at the commencement of the film, and the perfection of the dubbing was a source of great satisfaction to Mr.DeMille.



BASLE, SWITZERLAND - A close shot of the throngs at the box office of the Cinema Hollywood. Star-Film General Manager Jules Gendre reports that this Hollywood Theatre engagement is one of the most thrilling events of his long and interesting film career.



VIENNA - Serialization of "Loving You" in top Austrian magazine"Funkund Film," highlights this window display. Pages were mechanically turned,with cover of Elvis Presley also giving screening details re local theatre.

IN JUGOSLAWIEN WIRD HEFTIGST AN DER UEBERWAELTIGENDEN PARAMOUNTPRODUKTION "THE TEMPEST" GEARBEITET

* * * * * * * * *

Eine weitere ueberwaeltigende Produktion, die das Paramount-Warenzeichen traegt und die ein neuer Beweis fuer die Faehigkeit Dino De Laurentiis als Produzent ist, befindet sich in Produktion. Die Anfang Maerz in Belgrad in Jugoslawien aufgenommenen Dreharbeiten fuer THE TEMPEST sind weiterhin in vollem Schwunge. An anderer Stelle finden Sie Aufnahmen ueber den Arbeitsbeginn an diesem Film, der in den Hauptrollen Van Heflin, Silvana Mangano, Viveca Lindfors, Geoffrey Horne, Oscar Homolka, Agnes Moorehead, Helmut Dantine und Robert Keith unter der Leitung von Alberto Lattuada zeigt. THE TEMPEST basiert auf zwei Novellen des beruehmten Alexander Puschkin ueber den dramatischen Aufstand der Kosaken im 18. Jahrhundert gegen Russland's Katharina die Grosse. Wir werden Ihnen monatlich ueber die Fortschritte dieser hervorragenden Produktion berichten, die von dem Produzenten des hoechst erfolgreichen Films KRIEG UND FRIEDEN hergestellt wird.

Wir berichten Ihnen in der heutigen Ausgabe ueber die ausgedehnte Reise, von der der Praesident von Paramount International, Mr. James E. Perkins, inzwischen zurueckgekehrt ist. Mr. Perkins ist ueber die Entwicklung des Geschaeftes in Sued- und Zentralamerika sehr optimistisch, besonders ueber den inzwischen auch dort schon sensationellen Erfolg der ZEHN GEBOTE. Er sagte, dass noch niemals von seiten des Publikums ein so grosses Interesse an einem bestimmten Film gezeigt worden waere, wie im Falle dieser groessten aller Cecil B. de-Mille Produktionen.

Unterdessen haben weitere grosse Premieren der ZEHN GEBOTE in verschiedenen Teilen der Welt stattgefunden. Besonderer Erwaehnung beduerfen die Eroeffnungsvorstellungen in Bangkok, Dublin und Brisban, wo Reklame und Werbung hervorragende Leistungen auf hohem Niveau waren. So werden Monat fuer Monat dem Schoepfer dieses meisterhaften Films, der schon jetzt der meistgepriesene Film aller Zeiten ist, Ehrenbezeugungen aussergewoehnlichen Charakters erwiesen.

Aus vielen Laendern der Welt erhalten wir weiterhin Berichte ueber die grosse Beliebtheit, deren sich GUNFIGHT AT THE O.K. CORRAL erfreut. Es duerfte daher allen Paramountianern eine freudige Botschaft sein zu hoeren, dass Hal Wallis diesem grossen Schlager einen noch groesseren folgen laesst, naemlich SHOWDOWN AT GUN HILL. Schon aus dem Manuskript war ersichtlich, und Berichte aus dem Studio, wo die ersten fertiggestellten Folgen durchgesehen wurden, bestaetigen, dass dieser Film das Publikum bis zum Schluss in aufregender Spannung halten wird. Die Hauptdarsteller sind Kirk Douglas und Anthony Quinn.

TEACHER'S PET, das die New Yorker am Broadway entzueckte, erweist sich jetzt im Odeon in London als ebenso erfolgreich. Ein weiterer grosser Schlager in London ist DESIRE UNDER



DUSSELDORF - Distinguished group in lobby of the Savoy-Theater as "The Ten Commandments" was premiered with great success. From left: Mr. G. Heilbrun, Dusseldorf Publicity Manager; Mrs. Goldermann; Mr. Paul Klinger,distinguished German actor, who handled the opening ceremony; Mr. Goldermann, owner of the Savoy; Mr. Boris Jankolovics, Supervisor for Germany. In rear at right are Mrs. Jankolovics, and Mr.H. H. Roth, Paramount's Technical Manager.

""*"*"*"*



BASLE, SWITZERLAND - Close-up of entrance to the Hollywood Cinema pictured so effectively on Page 4. This is superb showmanship,and the display of flags serves to heighten the massive international appeal of the attraction --- "The Ten Commandments."

THE ELMS im Leicester Square Theater. Wir bringen Ihnen heute Bildberichte ueber diese beiden grossen Erfolge.

Die Reklame- und Werbetaetigkeit im Zusammenhang mit der Auffuehrung der ZEHN GEBOTE in den verschiedensten Teilen der Welt war von hoechstem Niveau. Wir haben, soweit der Raum das zuliess, Berichte darueber gebracht, und wir wuenschten nur, dass wir noch mehr veroeffentlichen koennten. Ein Moment, das bei der Auswahl von Material bestimmend wirkte, war das Vorhandensein von Menschenmengen auf den Bildern, denn wir unterstuetzen die Theorie, dass der Zweck aller Werbung und Reklame der ist, breite Massen anzuziehen und sie so stark zu beeinflussen, dass sie den Film sehen wollen. Es ist daher unsere Meinung, dass die beste Werbung das darstellen sollte, was ihr Hauptziel ist, naemlich breite Massen angezogen zu haben. Darum verwenden wir, soweit das moeglich ist, Werbebilder, die grosse Menschenmengen zeigen.

TOP CINEMATIC ACTIVITIES IN THE CONTINENTAL DIVISION



CAIRO, EGYPT - A very fine front of house display, in both English and Arabic, done in the best showmanship tradition of the Diana Palace. The picture: THE TIN STAR, which was very well received.



CAIRO - Again the Diana, and this time the premiere of "Spanish Affair." From left: Mr. Hassaan, manager of the Diana; the owner, Mr. Spiro Raissi; Mrs. Donald Hunter; Mrs. Smila, a guest; Paramount Manager H. Donald Hunter.

B E L O W

BOLOGNA, ITALY - "The Ten Commandments" attracts the multitudes. Two glimpses of the humanity-packed lobby of the Arena Sol Cinema during recent days of this enormously successful engagement of the Cecil B. DeMille production.



BELGRADE, YUGOSLAVIA - Silvana Mangano (Mrs. Dino De Laurentiis), the star of her husband's production for Paramount release, "The Tempest," in an informal pose on location here. The picture is based on tempestuous episodes of Czarina Catherine (The Great) of Russia. Miss Mangano, however, does not play the role of the Empress; she is the daughter of the commander of Fort Bjelogorsk.



DUSSELDORF, GERMANY - Crowds entering the Savoy-Theater for the evening showing of "The Ten Commandments." Local restrictions severely reduced the front-of-house display, this being in part compensated for by the pair of over-dimensional reproductions of the Tablets of The Laws either side of the entrance.



MUNICH - On March 27th, in this city's renowned Haus der Kunst, there was opened the International Exhibition of Film Arts. Important space was given to outstanding modern achievements in the art of film production, with of course notable attention being paid to Cecil B. DeMille's production of "The Ten Commandments." Here a guide is giving details of the giant plastic art tableau created by France's famed art director, Mr. Mayo.



MUNICH - Two other glimpses of the great art on "The Ten Commandments" on display before the German people in the imposing Haus der Kunst. At left, the guide is explaining the War Chariot of Rameses in the picture. At right, visitors are examining one of the massive photographic enlargements from the Cecil B. DeMille production, and at right of the scene are the granite reproductions of the original tablets bearing The Ten Commandments as received by Moses on Mount Sinai.

CABLE FROM STOCKHOLM, via Paris:
"TIN STAR" OPENED ANGLAIS THEATRE MAY THIRD. FULL-PACKED HOUSES, EXCELLENT PRESS. (sgd.) FLØDIN..."Tin Star" has been a hit all over Europe.





The Hollywood Reporter...

- reviewing Paramount's "The Matchmaker," said in part:

If you love to laugh, you'll love "The Matchmaker."

Combining farce, philosophy and hilariously stylized period acting, this Don Hartman production seems sure to be a box-office gold mine.

"The Matchmaker" should suit every taste -- it is both rare and well done.



TEL AVIV, ISRAEL - An idea that's a good idea is good the world over. Here is the throng-crowded entrance to the Metropole Theatre in Tel-Aviv, where Jerry Lewis' "Delicate Delinquent" smashed plenty of records. If you look at the entrance closely you will see a reproduction of that piece of showmanship of Jerry on the lamppost.



And here we give you a closer look at this showmanship item which has proven so successful the world over.

As the X-ray specialist walked down the aisle to say the marriage vows with a former patient, someone whispered: "I wonder what he saw in her?"

Chicago Sales Meeting Held.....

A two-day Midwestern division sales meet opened at the Paramount office in Chicago on May 13th. George Weltner, Paramount Pictures vice-president in charge of world-wide sales; Jerome Pickman, vice-president of Paramount Film Distributing Corp., in charge of advertising, publicity and exploitation; and Sidney G. Dannau, Western sales manager, headed the meeting.

J. H. Stevens, Midwestern division manager, attended, as did branch managers Robert Allen, Chicago; Thomas F. Duane, Detroit; Howard DeTamble, Indianapolis; Ward Pennington, Milwaukee, and Jess T. McBride, Minneapolis.

Pictures that were discussed included "Maracaibo," "Another Time, Another Place,""Vertigo," "Hot Spell," "Space Children," "Colossus of New York," "King Creole," "Rock-A-Bye Baby" and "The Matchmaker."

"The Matchmaker" is given the following ace endorsement by The Film Daily ...

DELIGHTFUL FARCE BASED ON THE THORNTON WILDER HIT PLAY. EXCELLENT PERFORMANCES BY A TOP CAST. A SMASH FOR THE SELECTIVE FILM GOER.



Walter Mattnau, Vic Morrow and Elvis Presley in one of the film's scores of dramatic moments.

Elvis acts!

There's no doubt of this after seeing the ace performance he delivers in "King Creole." This is entertainment plus....Song-wise..... Drama-wise...Punch-wise and Suspense-wise...Top performances from every member of an ace-Wallis cast.

New Productions



Those of you who've seen Jerry Lewis on TV should have no doubts any more as to why he acts the way he does. He's not only that way on the television screen, but also on the antenna. Or at least that's how he is in one of his many fun-filled roles in "Rock-A-Bye Baby." Part of the picture's about Jerry as a moony youth crazy about a star; part of it's about him as a television mechanic; but most of it is about him as a nurse, baby-sitter and what-have-you for five babies that he 'inherits,' but which are not even remotely related to him.

Mostly, however, it's rip-roaring fun! You'll really rock with "Rock-A-Bye Baby"!





"As Young As We Are" runs the gamut of all the emotions of youth. It has been made for Paramount release by William Alland with all the zest of youth, and with a cast of fresh young faces all seeking fame and careers. The names attached to the chief of these new faces are Phillipa "Pippa" Scott, Robert Harland, Majel Barrett, Carla Hoffman, Mack Williams, Stafford Repp, James Anderson, Ellen Corby and Ty Hungerford. Bernard Girard directed.

RUNS OF "WAR AND PEACE" NOW BEING MEASURED INTERNATIONALLY BY YEARS RATHER THAN BY WEEKS AND MONTHS.

* * * * * *

"WAR AND PEACE" has not yet premiered in such South and Central American capitals as Mexico City, Buenos Aires, Rio De Janeiro because of regulations affecting admission price scales. When modifications eventuate, "WAR AND PEACE" will precede "THE TEN COMMANDMENTS" into these centres, the two productions being separated by a most reasonable spacing commensurate with the importance of the two giant films.



BERLIN - This giant billboard on a heavily travelled thoroughfare announces the Second Year of WAR AND PEACE at the Kurbel Theatre. Volume of business is such that the end of the highly successful run is nowhere in sight.



HOLLYWOOD - Recently a group of 70 foreign editors completed a convention in Washington and came here. The group was divided between the top studios and 14 of the number visited Paramount. Some of this number are shown above with Valerie Allen, one of Paramount's younger players who recently completed a fine role in "Hot Spell."

The following were the editors who visited Paramount:

Alf Schiottz-Christensen, Aalborg Stiftstiende, Aalborg, Denmark; Paul Fieschi,Journal de la Corse, Presse et Publicite, Paris; Mr. and Mrs. Alfred Schulze, Politik und Wirtschaft, Bonn, Germany; Dr. Fritze Schulze, Rhein-Neckar-Zeitung,Heidelberg, Germany; Otoo Yoshida, Sanyo Shimbun, Okayama, Japan; M.A.Kwiatowski, Lens, France; Rudolf Stickelberger, Luzerner Neueste Nachrichten, Lucerne, Switzerland; Dr. Otto Wanner, Badener Tagblatt, Baden; Faruk Gurtunca, Hergun, Istanbul,Turkey; Ahmed Emin Yalman, Vatan, Istanbul; Mr. and Mrs. Peter Galliner, The Financial Times, London; James Holburn, Glasgow Herald, Scotland; Herbert G. Klein, The San Diego Union, San Diego, California; Alfred Schiller, St.Galler Tageblatt,Berlin, Germany.

Also accompanying the party were Betty Stewart, Betty Selmer and Edward J. McCormick of United Air Lines.



MAR DEL PLATA, ARGENTINA - Crowds thronging the box office of the Radio City Theatre for tickets for "War and Peace." In the left foreground (x) is Ace Argentine Exhibitor Clemente Lococo, Jr., who naturally is highly delighted with the success of the Paramount-Ponti-DeLaurentiis production.

O s a k a

Cable from Gen. Mgr. N. Metori: COMMANDMENTS OPENED VERY SUCCESSFULLY NAMBA DAIGEKIJO, OSAKA. NEVER BEFORE SUCH ENTHUSIASTIC OPENING ENJOYED BY ANY PICTURE IN KANSAI. EXPECT CONTINUANCE GOOD BUSINESS.

Thus we have the second magnificent premiere in Japan.....Business at the Piccadilly in Tokyo continues at an absolutely fantastic pitch.

OSAKA - Prominently associated with the spectacular success of the premiere of "The Ten Commandments" here were the five men here seen. They are, from left: Mr.Hashi, Paramount Osaka publicity dept.; Mr. Sakamoto, Paramount Osaka manager; Mr. Migami, managing director of Nankai Kaikan; Paramount General Manager N. Metori; Mr. Komaki, Paramount Osaka publicity manager.



The Paramount Fan Clubs of Japan

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Illustrated in this column are two of the covers of Paramount Fan Club Bulletin, the regular official publication of the Paramount Fan Clubs of Japan. This is an independent organization with headquarters in Tokyo and branches in seven other cities. It was formed on a permanent basis in 1952, with Paramount's publicity manager, T. Ise, its principal organizer. It now has 600 permanent members, who contribute 50 Yen (about .14cts.) per year, which makes possible the publication of the 16-page magazine illustrated. The one at left,with William Holden on the cover, is an issue of 1955; the one below,which features "The Ten Commandments,"is the latest issue. All contents of each issue of the publication bear on Paramount productions, past, present and in production.



One feature of the Paramount Fan Club is that its members (at least those living in Tokyo) are invited to special Paramount screenings at least four times a year. At these screenings, well-known film critics are invited guests, and they interpret the films, while Mr. Ise also is allowed special time in which to advise the audience of forthcoming Paramount attractions. The Club also has the advantage of having as executive members some of the top intellectuals of the nation, and these personalities can be counted on for special talks on interpretative writing and the various dramatic and other forms found in motion pictures.



The majority of the members are students around the age of twenty. The Paramount Fan Club holds its regular executive meeting once a month to study its management and the editing of the Club bulletin. They also plan picnics, sports and round-table talks. Their two-desk office is in one corner of the Paramount publicity department.

(In 1921, when Paramount was first established in Japan, a fan magazine called "Paramount" was born in Kobe. It was edited by five devoted fans. It lasted only two years; but today those five men are either presidents or members of the boards of the major film companies of Japan. Mr. Ise, who is Chairman of the Paramount Fan Clubs, often, and with pride, tells the members this outstanding success story).



次の超大作「テンペスト」ユーゴで撮影中

ディーノ・デ・ローレンティース製作になる次のパ社超大作「テンペスト」は三月初旬にユーゴの首都ベルグラードで撮影を開始、目下その製作が快調に進められている。本号にその記念すべき撮影開始の模様を紹介したがアルバート・ラットアダ監督の下にバン・ヘフリン、シルバーナ・マンガーノ、ビィベェカ・リンドフォース、ジョフリー・ホーン、オスカー・ホモルカ、アグネス・ムーアヘッド、ヘルムート・ダンティーン、ロバート・キース等、この映画の規模にふさわしい顔触れを揃えて撮影が進められている。

十八世紀ロシアのカサリン大帝に反旗をひるがえしたコサックの劇的な蜂起を主題にとつたアレクサンダー・プーシュキンの二つの小説を映画化するこの「テンペスト」は「戦争と平和」の製作で意気とみに上るデ・ローレンティースの手によつて着々製作が進められ大きな期待を集めているが、本誌では今後毎月その進行状態を報告するつもりである。

パーキンス社長南米視察から帰国

パーキンスパラマウント・インターナショナル社長は南米各地での広範囲な視察旅行を終えてニューヨークに帰還、本号にその旅行の模様が掲載された。パーキンス社長は中南米に於ける景気の動向、特に「十戒」の目覚しい成功について頗る満足の意を示し、「十戒」に対して大衆が一致して寄せる熱烈な反響は映画史上その例を見ないと述べている。

「十戒」の海外公開進む

その後「十戒」の海外公開は非常な成功の中に進められ、中でもバンコック、ダブリン及びブリスベーンで行われたプレミア・ショウには最高度のショウマンシップが発揮された。史上で最も賞讃されたこの映画の製作者に寄せられる讃辞も亦月を追つて光彩を放つている。

ハル・ウオリスが再び放つ傑作西部劇「ショウダウン・アット・ガン・ヒル」「O・K牧場の決斗」が今尚世界各地で目覚しい人気を集めている時、パ社同人にとつて嬉しいニュースがある。それはハル・ウオリスが「O・K牧場」に続いて更に強烈なスリルと興奮の大作「ショウダウン・アット・ガン・ヒル」を作つたことである。既に脚本によつてもみられ、撮影所で行われたラッシュ・プリントの試写によつて確認された通り、このカーク・ダグラス、アンソニー・クイン共演の新作は観客を身動きも出来ず完全に硬直させるに足る強烈なスリルを持つている。

「先生のお気に入り」「楡の木蔭の欲望」ロンドンで大成功

ニューヨークでブロードウェイの映画フアンを喜ばせた「先生のお気に入り」はロンドンのオデオンで同じく大成功を収め、又「楡の木蔭の欲望」はロンドンのレスター・スクエア劇場で大ヒットを博したが、これ等二作の成功を示す写真を本号に掲載した。

「十戒」に示されたショウマンシップ

世界各地で「十戒」の公開に当つて寄せられたショウマンシップは最高度に達した。本誌ではスペースの許す限りその幾つかを紹介したが紙面のため残念ながら割愛したものが多い。本誌ではその選択に当つて写真に群衆をみせているものを掲載の目安の一つとしたが、これはショウマンシップの目的は群衆を劇場に惹きつけ、彼等をして入場させることにあると云う我々の主張に基くものである。従つて本誌が評価する最良のショウマンシップは同時に群衆を引きつける威力を現実にみせているものということになる。本誌がショウマンシップの写真を掲載するに当つて能う限り常に群衆をみせている写真を選ぶのはこの理由によるものである。

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AT LEFT - First day's attendees at the Namba Daigekijo, in Osaka, lining up for tickets to see "The Ten Commandments." It proved to be a record-breaking attendance, and the record is continuing.

NEWS OF PEOPLE AND SHOWMANSHIP IN THE FAR EAST



HOLLYWOOD - Mr. and Mrs. Sindian Djajadingrat are guests of Producer-Director Alfred Hitchcock on the set of "Vertigo." Mr. Sindian Djajadingrat is an official of the Indonesian Finance Ministry.

High Praise for Paramounteers of Japan.....

Below are highspots of a wonderful letter from Tokyo to President Barney Balaban, written by Jules Stein, President of Music Corporation of America following his business visit to Japan a month or so ago.

Mr. Barney Balaban,
New York

Dear Barney:

I am enclosing a copy of this letter for George Weltner since I want him to know our appreciation for all the fine efforts of your great Paramount organization in our behalf.

I had the privilege of telling George when I saw him in Bangkok how wonderful your representatives have been to us everywhere. Your Mr. Moh called me in Hong Kong and offered his services but I did not get a chance to see him. I did meet Mr. Henriksen in Hong Kong and saw him again at the opening of "The Ten Commandments" here in Tokyo. (I wanted to cable you 'Congratulations on Twenty Commandments' since we attended the opening in New York, and since Doris and I enjoyed the picture even more the second time).

I am writing this from Tokyo as I cannot leave here without thanking your organization and representatives here over and over again for all their assistance, fine efforts and entertainment in our behalf during our ten days in Japan. Mr. Metori, who heads your operation in Tokyo, and his associates, have gone completely out of their way to take care of us. He has also been most helpful in making contacts and appointments with industrial and governmental people I wished to see.....I could not expect more if it were our own office. He arranged for your Osaka head (Mr.Sakamoto)to meet us at Kyoto with his car, chauffeur and guide,and assigned both to us during our three days in that district. Doris, Susan and I are most grateful.

I plan to be in New York in ten days, at which time I will tell you in person of our appreciation. You should make this trip yourself and meet the fine organization and staff you have built up over the years. You should be proud of many of the individuals who have and continue to serve your Company.

Sincerely,
(sgd.) Jules.

RANGOON (Burma) reports that "Gunfight At the O.K. Corral," which opened last month at the Excelsior here, achieved the highest gross of any Paramount picture in Burma's history, with the sole exception of Cecil B. DeMille's "Samson and Delilah."



MANILA, PHILIPPINES - This cover of the noted Kislap Graphic set an extraordinary precedent - it was the first time in the history of the publication that such a cover, and especially one for a motion picture,had been used. The cover was of course in magnificent color; and Pages 8-9, referred to on the cover, likewise depicted magical moments from "The Ten Commandments" in color.

Another noted Philippines magazine, Boys World, had a 2-page illustrated review, praising the DeMille picture magnificently.

That's great work, Messrs Velasquez and Javier.





TOKYO - Extraordinarily fine showmanship was put forth by the management of the Tokyo Theatre in connection with the release of the Martin and Lewis comedy, "The Caddy." In addition to street publicity, posters, screenings for radio and television commentators, there were the two splendid examples of showmanship depicted above. At top, immediately in front of the theatre, was a totem-pole-like cutout of Jerry and Dean, 30 feet high. Then on a lawn in front of the house, members of the renowned Humor Club of Japan staged a burlesque game of golf, each member attired in a "Caddy Happy-coat." As can be noted, the game attracted a big crowd, and naturally was reported in detail in the Tokyo press.



HOLLYWOOD - Lin Dai, one of the Chinese film world's most popular stars, and a luminary of greatest brilliance in the Cathay Organization of Singapore and Hong Kong, is made welcome at the Paramount Studio by Kirk Douglas, who has just stepped off the set of Hal Wallis' "Showdown at Gun Hill."

The most powerful single imperative imposed on corporate management is that it must tell the truth and so conduct itself that it retains the confidence of its customers, its labor, its suppliers and the section of the public with whom it deals...If ever corporate managers base their continued tenure on power and not on reason, the end is disastsr.

- Adolf Berle



COPENHAGEN - There is still plsnty of thrilling talk about ths superb job of showmanship that was dons on the Danny Kays picturs whsn "Ths Court Jsster" brought American films back to Dsnmark in full forcs a while back. Abovs, for instancs, is a tie-up between the picture and a top travel agency.

Money is like an arm or a leg - uss it or lose it.

- Hsnry Ford



COPENHAGEN -- And here is a wonderful window for "The Court Jsster" in the establishment of a top psrfume and jewelry store in the Danish capital.



INVALO, FINLAND - This is ths sxterior of the Cinema Elokuvat, which is situated 400 kilometers above ths Polar (Arctic) Circle. Showing at the Elokuvat was Paramount's "Ths Desperate Hours." Although the picturs was taksn in broad daylight, the actual hour was 10:30 p.m. No wonder the "Hours" were "Desperate."

eeeeeeeeee

THE TEMPEST - NY STORFILM UNDER INSPELNING I JUGOSLAVIEN

* * * * * * * * *

Dino Ds Laurentiis - mannen bakom "Krig och Fred" - är som bäst i färd med inspelning av ännu en storfilm, vilksn kommer att bära Paramounts märks. Filmningen av THE TEMPEST, som titeln lyder, påbörjadss i Belgrad de första dagarna i mars och fortskridsr i stor skala och i raskt tempo. Regissör är Albsrto Lattuada och i huvudrollerna spela Van Heflin, Silvana Mangano, Vivsca Lindfors, Geoffrey Horns, Oscar Homolka, Agnes Moorehead, Helmut Dantins and Robert Keith. THE TEMPEST är baserad på två romaner av dsn bsrömds rysks författaren Alsxandsr Pushkin och handlar om dst dramatiska kosackupproret undsr Katarina dsn Stora någon gång på 1700-talet. Vi åtsrkommer i ds närmasts numren med nyhstsr kring inspelningsn.

James E. Psrkins är nu tillbaka i New York från sin vidsträckta resa i Latin-Amerika, om vilken ni kan läsa i dstta nummer. Mr. Perkins ssr myckst optimistiskt på stt framtida samarbets med ds södra och centrala delarna av Amerika och hänvisar i detta sammanhang till dsn stora framgång, som DE TIO BUDORDEN haft där. Aldrig tidigare har väl publiken så uppenbart dsmonstrerat sin ivsr att se en film, säger Mr. Psrkins. Dsss success där är ett faktum.

På tal om DE TIO BUDORDEN så har ssdan vårt förra nummer ytterligare premiärer ägt rum i olika delar av världsn. Specisllt uppmärksammad blsv filmen i Bangkok, Dublin och Brisbane, på vilka platser en yttsrst välskött reklamkampanj i god tid förberedds publiksn på evensmanget. Månad sfter månad få vi bsvis för den enträgna uppmärksamhet som ägnas denna mästerliga film, vilksn redan nu framstår som dsn mest omtalade i filmhistorien.

Alltjämt når oss från skilda håll bevis för publikens stora uppskattning av GUNFIGHT AT THE



COPENHAGEN - At ths time of the picture's relsase at ths World Cinema it was impossibls to be anywhsre in the city and not bs aware of Danny Kaye's "Ths Court Jester."

OK CORRAL. En glad överraskning är därför att Hal Wallis gör ännu en film i samma gsnre, men sn som är ännu bättre, ännu mer spänningsfylld. Enligt förhandsuppgifter blir SHOWDOWN AT GUN HILL sn sådan där våldsamt rafflands sak som slukar åskådaren med hull och hår. Ledande namn är Kirk Douglas och Anthony Quinn.

TEACHER'S PET, som så förtjuste Broadwaypubliksn, har i liknands grad roat londonborna på Odeon. DESIRE UNDER THE ELMS är sn annan Paramountfilm som man talar om i London. Från båda svensmangen finns bildsr i tidningen.

Reklamkampanjerna för DE TIO BUDORDEN ha genomgående varit av förnämligaste märks. I den mån utrymmet det medgivit ha vi låtit sr ta del av matsrialet, men vi önska att vi kunde publicera ännu mera. Härvid har det varit oss angsläget att i första hand ta med s.k. publikbilder. Vi ha hyllat principen, att ändamålet msd en reklamkampanj är att dra folk till biografsrna och få dem att se en specisll film - följaktligsn vill vi helst ha sådana bilder som visar dels biografsns utsmyckning, dsls de publikköer som är en följd av en verkningsfull reklam och propaganda. En sådan bild är, ur vår synpunkt, dsn bästa reklambilden.



Deep Appreciation

Mr. Streiber, a postal clerk of Stuttgart, Germany, was so imprssssed by Cscil B. DeMills's production of "The Tsn Commandments" when he saw it at the Atrium Thsatrs, that a fsw weeks latsr he appsared at ths cinema with this trus-to-scals model of a combination of the Gatss of Psr-Ramssss and the outsr area of Pharaoh's court. Mr. Streibsr, here shown, loaned his model to the theatre management for free-of-chargs exhibition.

HOLLYWOOD STUDIO, WHICH MAKES THE PRODUCT, ALSO DEDICATED TO POLICY OF "KNOW YOUR PRODUCT!"

Paramount's Hollywood Studio, as it has for a great many years, employs hundreds of highly skilled workers in all manner of capacities connected with the intricate business of making motion pictures. Each and every one has contributed to each and every picture, yet despite this intense personal interest, only a miniscule portion of the employees have had an opportunity of seeing the completed pictures prior to their public release.

All of this, however, has now been changed. Now, through the inauguration of weekly screenings for all studio employees, those who "make the product" are getting to "know their product" at the time of its actual completion. As Studio Publicity Manager Bob Goodfried says so aptly: "We expect these previews to be of great benefit as these are early viewers and obviously salesmen and saleswomen for Paramount product. The plan also creates a great deal of interest and appreciation among our employees."



This studio audience of studio employees is leaving the studio theatre obviously pleased over their experience of viewing "St. Louis Blues," in the making of which they all had an important share.



Here is an indication of the size and calibre of attendances at these very important studio showings of completed Paramount product.

PASADENA PREVIEW CATCHES MAGIC OF ELVIS PRESLEY'S "KING CREOLE"

Quoted below is the full text of a telegram sent by producer Hal Wallis to co-partner Joseph H. Hazen in New York following the sneak preview in Pasadena of their Elvis Presley picture, "King Creole." Actually Mr. Wallis was so excited over the film that he called Mr. Hazen at 2 a.m. New York time to pass along the news. Please note that we have given you every word of Mr. Wallis' message, which reads:

COPY TELETYPE MESSAGE May 2 1958

JOSEPH H. HAZEN

HAD REALLY FABULOUS PREVIEW PASADENA LAST NIGHT. HOUSE WAS NOT FULL BUT ENTHUSIASM OF AUDIENCE MADE UP FOR LACK OF SOME CUSTOMERS. PRESLEY DEFINITELY ESTABLISHED HIMSELF AS IMPORTANT ACTOR AND DRAMATIC STAR AND COMPLETELY TOOK OVER AUDIENCE. EACH SONG WAS APPLAUDED WITH "KING CREOLE" TITLE SONG RECEIVING TREMENDOUS BURST OF APPLAUSE. AT END OF PICTURE ALSO FAR BIGGER APPLAUSE THAN CUSTOMARILY EVIDENCED AT PREVIEWS. PICTURE HELD AND PLAYED SO WELL THAT WE WILL CUT ONLY FOUR OR FIVE MINUTES OF FILM BEFORE PUTTING THROUGH FOR PRINTING. OF 156 CARDS PICKED UP IN LOBBY WITH MORE TO COME 110 WERE EXCELLENT AND OUTSTANDING 28 VERY GOOD 16 GOOD 2 FAIR 3 POOR WHICH IS PHENOMENAL. WE REALLY HAVE A WONDERFUL AUDIENCE PICTURE IN "KING CREOLE" AND ONE THAT SHOULD PROVE A REAL BLOCKBUSTER.

HAL WALLIS

THE Film DAILY May 14, 1958

▼ ▼ ▼

• • • PARAMOUNT PICTURES' RECENT ANNOUNCEMENT of a substantial product backlog and a sharp step-up in picture-making and releases, struck a note of optimism that rang loud for exhibitors and for film biz in general. . . . It's no secret that theatre operators at this time regard Paramount, with its solid financial foundation and intensified production activity, as a principal guide to future industry prosperity. . . . Paramount's disclosure of its impressive product position was heartening news at a time when heartening news couldn't have been more welcome.

▼ ▼ ▼

YOU CAN SAY THAT AGAIN DEP'T: "I don't believe

Cable. . .from Cannes:

JAMES E. PERKINS FROM JOHN B. NATHAN

"DESIRE UNDER THE ELMS" EXCELLENTLY RECEIVED AND ENTHUSIASTICALLY APPLAUDED AT CANNES FESTIVAL. LOREN SENSATIONALLY SUCCESSFUL, BOTH PERSONALLY AND IN FILM.

BRUSSELS SHOWED WITH "THE TEN COMMANDMENTS" WHAT BRUSSELS COULD DO WITH A WORLD'S FAIR



This view of the "Ten Commandments" exposition in the famous Bon Marche Department Store, and the scene below, give an excellent impression of the wealth of valuable merchandising space that the store management set aside as a tribute to the great Paramount picture.



The portion of the exposition shown here was devoted to a most interesting contest. Displayed on the boards on both sides of the picture are scenes from every motion picture made by Cecil B. DeMille throughout his entire fabulous career in films. Entry blanks were available at the desk, and throughout the store, and for the three lists identifying the titles of the 8 pictures at right, as well as the stars in five of them, there were prizes of 5,000, 3,000 and 2,000 francs. An extra point to the contest was that the entrants had to indicate in which photographs Mr. DeMille himself was present. The contest attracted tens of thousands of entries, and in addition to the three prize winners, the next twenty on the list received autographed photos of Charlton Heston and Yul Brynner.

We mean no disrespect to the World's Fair. It is abundantly wonderful, and we know there is yearning in everybody's heart to see it. What we do imply is that showmanship always has been demonstrated on a magnificent scale in Brussels, and that the advance plans for "The Ten Commandments" were in the truest traditions of showmanship. Not only at the Cinema l'Etoile, but in the Bon Marche Department Store. Highlights of the wonderful work in both centres highlight this page, and also pay tribute to the wonderful workers responsible for it.

RIGHT

Imposing sign on front of Bon Marche Dept. Store announcing the "Ten Commandments" exposition and also the free showing of films and the contest on Mr. DeMille's productions.



BELOW

In the Brussels Town Hall, to which they had been invited by the Mayor, Mr. and Mrs. Charlton Heston are received by Mrs. van Lynsele, Deputy-Mayor of Fine Arts. At right is Paramount's Manager for Belgium, Julian Binstock.





AT LEFT

The fruits of all of the wonderful showmanship — the crowds pouring into the Etoile Cinema.



AT RIGHT

Charlton Heston performing the ceremony of cutting the ribbon which officially opened the "Ten Commandments" exposition in the Bon Marche Department Store.

MORE WORLD-WIDE PICTURES FOR THE ENDURING ALBUM OF "THE TEN COMMANDMENTS"



BRUSSELS - There was no missing the exposition on "The Ten Commandments" in the Bon Marche Department Store. Note the four solid announcements placed at the escalators - and this was repeated on every floor.

BELOW

This wonderful message of congratulations to the producer-director of "The Ten Commandments" represents the first written approbation of a motion picture by President Carlos Garcia of the Philippines Republic since he assumed this high and respected office.

MALACAÑANG
MANILA

MESSAGE

It is with pleasure that I congratulate Mr. Cecil B. De Mille of Paramount Pictures for his latest -- and acknowledged his greatest -- production: THE TEN COMMANDMENTS.

With the showing of this picture in the Philippines, we can judge for ourselves its artistic merits and the relevance of its spiritual message to the lives of our people. The quest for eternal values has always engaged mankind even before the Prophet Moses received at Mt. Sinai the immutable laws of God. It should hence be a rare experience for us to witness the screen presentation of this religious epic which seeks to provide the answers to every man's longing for inner peace.

May THE TEN COMMANDMENTS, the profits from which will accrue to a charitable, religious and educational trust fund, be a lasting tribute to the genius of Mr. De Mille who conceived it and gives it now to the world without any thought of personal gain. He deserves to be commended not only for his genius but for his humanity and zeal.

Carlos P. Garcia
President of the Philippines



PARIS - The awe-inspiring facade of the Paramount Theatre has become a favorite spot for members of the all-star cast of Cecil B. DeMille's film to be photographed alongside. A few weeks ago we had Yul Brynner posed beside the 20-ft. figure of himself as 'Rameses.' Now we see above Charlton Heston beside the figure of himself as 'Moses, Prince of Egypt.'



SINGAPORE SIGNING

Loke Wan Tho, governing head of the giant Cathay Organisation, signs the contract for presentation of "The Ten Commandments" at the Cathay in Singapore next month. The DeMille masterwork will have a gala charity premiere June 25th in the presence of His Majesty the King of Malaya; and public presentations will begin the following day.

Looking on, and obviously pleased, is Singapore Manager Roy McAree.

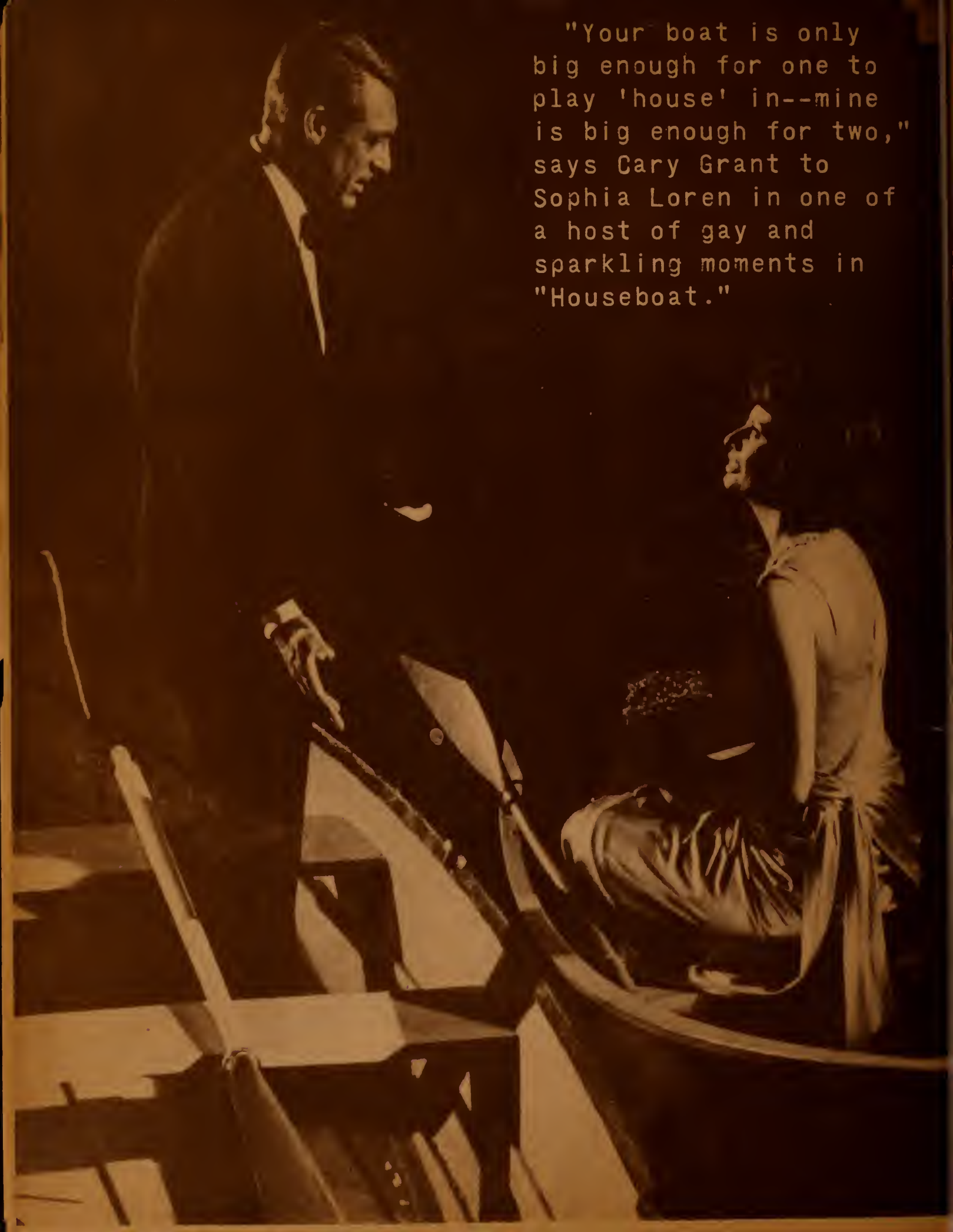
There's a fine story of a viewing overseas of "The Ten Commandments" by a former Paramounteer who is now in the Armed Forces of the United States, appearing on Page 38. Report, from Germany, was written by Hy Smith, formerly assistant to John Guilfoyle, in the Advertising Production Department.

The Film Daily

GOOD NEWS DEPARTMENT

Friday, May 2, 1958

★ TOKYO (By Air Mail) — Cecil B. DeMille's "The Ten Commandments" has been playing to an extraordinary 97.6 per cent of capacity since its opening at the Shochiku Piccadilly in Tokyo, it is reported here by Paramount. In less than six weeks, TTC showed a total gross of 36,140,943 yen ($100,000) and 134,245 admissions.



"Your boat is only big enough for one to play 'house' in--mine is big enough for two," says Cary Grant to Sophia Loren in one of a host of gay and sparkling moments in "Houseboat."

GLOBALLYHOO IS STILL A MIGHTY POTENT BUSINESS-GETTER

The Allen and Stark department store in Brisbane, Australia, had so wonderful a display of "Ten Commandments" material that one of the top newspapers in the city ran a cash prize contest for best amateur photos of the display.



ALEXANDRIA, EGYPT -The front of the Rio Theatre, always put to excellent showmanship use, is here provided with a towering cut-out for cut-up Audrey Hepburn in "Funny Face."



SANTIAGO, CHILE - Any and every store in this city was a tie-up target when Juan Laupheimer's showmanship campaign for "Loving You" got rolling. Even, as is shown here, a laundry was included.





MANILA, PHILIPPINES - The theme of "The Devil's Hairpin" inspired a motorcade of sports cars in and around the city, terminaling, of course, at the Avenue Theatre where the Cornel Wilde production was playing. Top scene shows the automobile parade nearing the Avenue. Group in the Paramount screening room comprises officers and members of The Philippine Racers Association and The Philippine Safety Council. The screening room is in the Ever Theatre. The Safety Council was headed by Mr. Celso Proclaro, Vice-president and Mr. Brimo, member of the Board of Directors. The Racers Association was headed by Attorney Arsenio Laurel, President; Greg Gutierrez, Esting Espiritu, Ernie Chua, Boy Severino, Ely Generoso, Boy Reyes, Bamby Sumulong, Manoling Albert, Francisco Teodoro, Alex Prieto, Junior Suarez, Jorge Marcelo, E. Sandel and E. Barredo. (At right front is Paramount's show-minded Ric Javier).



TOKYO - When "The Caddy" had its belated release here on April 1st, it was given some very expert showmanship service. Much of the showmanship was of the outdoor variety, and the showmen of Paramount were fortunate to have the cooperation of the Tokyo Humor Club, whose members love to be able to link up with a very humorous picture - as all of the Martin and Lewis pictures have proven to be in Japan.

Above are some members of the Club performing with much relish in one of the public areas of Tokyo, just prior to the film's premiere at the Theatre Tokyo, where it was a big success.



PORT OF SPAIN, TRINIDAD - Part of the showmanship campaign prior to the premiere of "The Ten Commandments" at the De Luxe Theatre here consisted of exhibiting the tablets bearing the text of the Commandments not only in the city itself, but in some of the churches throughout Trinidad. Above, the tablets are on display in the Presbyterian Church in Woodbrook.

BELOW

NEW YORK - One of the most noteworthy instances of top magazine publicity ever given to a motion picture was the 4-page picture review of "St. Louis Blues" given in the May issue of "Ebony," the extraordinarily fine illustrated Negro magazine. The four pages of this review are reproduced below, and the magazine describes the Paramount picture as being "one of the top musical events of the year."



LE BAISER



ABOVE

One does not think too much about the urbane Jimmy Stewart as an authority on kissing. But in this "Vertigo" scene with Kim Novak he seems to be doing alright. Likewise,

BELOW

Anthony Quinn appears to be getting along famously with Sophia Loren in this scene from "The Black Orchid."



A man can usually tell what kind of a time he is having at a party by the look on his wife's face.



PARIS - Top right this page is a shot of Legion of Honor school students at a special Paramount Theatre screening of "The Ten Commandments." Here are the students entering.

PARIS - At right are a couple of conspiratorial shots of Alfred Hitchcock (you guess which one is he) and the two authors of the book, "From Amongst the Dead" (Messrs. Boileau and Narcejac), from which he made the fascinatingly exciting Paramount picture, "Vertigo."

"LA TEMPETE", FILM GIGANTESQUE QUE VA DISTRIBUER PARAMOUNT, EST ACTUELLEMENT EN COURS DE TOURNAGE

* * * * * * * * *

Les prises de vues de "La Tempête", cette autre production gigantesque qui doit porter la marque Paramount et confirmer la grandecompétence du producteur Dino de Laurentiis, sont déjà fort avancées. Le tournage de ce film, qui a commencé à Belgrade (Yougoslavie) début Mars, se poursuit à un rythme accéléré et sur une grande échelle. Vous trouverez plus loin, dans ce numéro, les premières photos de ce film que dirige Alberto Lattuada et dont les vedettes sont Van Heflin, Silvana Mangano, Viveca Lindfors, Geoffrey Horne, Oscar Homolka, Agnes Moorehead, Helmut Dantine et Robert Keith. "La Tempête" est basé sur deux romans du célèbre Pouchkine qui relatent la sanglante insurrection cosaque dirigée au XVIIIème siècle contre la grande Catherine de Russie. Nous continuerons à vous donner chaque mois des nouvelles de ce film magistral du producteur à qui nous devons le grand succès de "Guerre et Paix"

M. James E. Perkins, président de Paramount International, vient de rentrer à New York après le long voyage d'étude qu'il avait entrepris en Amérique Latine et nous vous rendons compte de ce voyage dans le présent numéro. M. Perkins se montre très optimiste quant aux résultats obtenus en Amérique du Sud et en Amérique Centrale et le succès que remporte déjà le film "Les Dix Commandements" est des plus encourageants. Il déclare même que jamais auparavant le public n'a manifesté une telle impatience à voir un film, comme c'est le cas pour la grande production de Cecil B. DeMille.

Depuis la parution de notre dernier numéro de nouvelles "Premières" des "Dix Commandements" ont eu lieu dans plusieurs parties du monde. Notons particulièrement la sortie du film à Bangkok, Dublin et Brisbane où dans chacun des cas nous avons reçu une campagne de publicité digne d'éloges. Et tous les mois des témoignages d'un caractère exceptionnel sont adressés au créateur de ce film remarquable. Jamais encore, dans l'histoire du cinéma, un film n'avait été aussi glorifié!

De tous les coins du monde, nous continuons à recevoir des rapports consacrés au lancement de "Gunfight at the O.K. Corral" qui est accueilli partout avec le plus grand enthousiasme. C'est donc avec joie que tous les Paramountiers apprendront que Hal Wallis va faire suivre ce film d'un autre grand Western "Showdown At Gun Hill". A la lecture du découpage et d'après les premières impressions recueillies dans les studios après la projection des "rushes" on peut déjà prévoir que ce film, interprété par Kirk Douglas et Anthony Quinn, fera frémir les spectateurs.



PARIS - Some of the 800 students from the leading Catholic orphanage (Legion of Honour) schools who saw "The Ten Commandments" at the Paramount Theatre as guests of the Ministry of Education.

"Teacher's Pet", qui avait ravi le public de Broadway lors de sa sortie à New York remporte actuellement à l'Odéon de Londres un très vif succès. C'est également le cas de "Desire Under the Elms" dont la sortie au Leicester Square Theatre -toujours à Londres- a fait également sensation. Nous reproduisons des photos de ces deux sorties triomphales dans ce numéro.

La publicité qui a été faite dans tous les pays pour le lancement des "Dix Commandements" est vraiment une publicité de tout premier ordre. Nous publions ici autant de photos et de compte-rendus qu'il nous est possible, mais nous aurions aimé en faire paraître encore davantage. Nous avons voulu insister, dans notre présentation, sur les photos reproduisant des foules. Nous avons cherché par là à démontrer à nouveau qu'une publicité bien faite doit amener le plus grand nombre possible de gens dans les cinémas et d'inciter ces mêmes gens à voir le spectacle. Par conséquent, notre rédaction estime que la meilleure publicité est celle qui prouve son efficacité en montrant la foule qu'elle a attirée. C'est pourquoi il nous arrive souvent de reproduire des photos qui témoignent de l'affluenoe du public.





Australian Notables Make Important Visit to Paramount Studio

Early this month, the Hon. J. J. Cahill, Premier of New South Wales, and an official party accompanying him to New York and Washington, visited Paramount's Hollywood studio, watched production on a massive Hal Wallis production, and conferred with Studio Head Y. Frank Freeman and Producer-Director Cecil B. DeMille. The visitors were very much impressed by what they saw as well as by what they heard about upcoming Paramount production plans.



Premier Cahill, who began his working career an an engineer, learns that the giant locomotive on the set of "Showdown at Gun Hill" is the real thing. Watching him are the other members of his official party. These are, from left: A.W.B.Coady, Undersecretary and Controller of Accounts, Treasury Dept.; Peter Stevens, Premier's Secretary; Ian Smith, Publicity Officer of the Premier's Dept.; and Wallace Wurth, Chairman of the Public Service Board of New South Wales.



Premier Cahill had seen "The Ten Commandments" at a special Paramount screening in his honour before leaving Sydney. Now he hears at first hand from Producer-Director Cecil B. DeMille, left, and Studio Head Y. Frank Freeman, some of the details connected with the making of the mighty picture.



Messrs Cahill and Freeman in a joint reflective moment in the latter's office. The New South Wales premier learned quite a bit about film producing problems during his studio visit, and Mr. Freeman learned about Australian politics.



On the set of "Showdown at Gun Hill," Premier Cahill meets Kirk Douglas, co-star of the Wallis production, and Carolyn Jones, a featured player. The premier is obviously amused by an off-screen comment that he "ought to be in the movies."

****This photo was radioed from Hollywood to Sydney and appeared within hours in the local press.

On Brisbane's opening day of "The Ten Commandments," due to the tremendous crowds which filled the streets in front of and surrounding the theatre, preventing ticket-holders from reaching their seats, police officials insisted that doors be opened two hours before the scheduled opening time.....That's the calibre of business that the Cecil B. DeMille production is registering at the Brisbane Wintergarden - and is Joe Joel happy!

40 Paramount Years For Arthur W.L.Naylor

It was in early April 1918 that the initials "A.W.L.N." entered the Paramount picture in Australia. Paramount in Sydney in those days was just a fledgling known as Feature Films Limited. But the company was growing, and it continued to grow, largely because of the unstinted, devoted service of men like Arthur Naylor. Today, Arthur's work embraces not only statistics and the administration of many service matters, but also the correlation of release details in the far-flung territories embraced by Australia and New Zealand. Working immediately under the direction of Secretary-Treasurer James A.Sixsmith, Arthur Naylor thus also shares honors with one who also has 40-years-plus in the matter of Paramount service in Australia.



Arthur Naylor





Premier Cahill and Vice President Y. Frank Freeman are joined by Producer-Director George Seaton, in centre, who is also President of the Academy of Motion Picture Arts and Sciences.

BRISBANE, AUSTRALIA - Part of the superlative show window display for "The Ten Commandments" in the Allen and Stark Store, the city's best. Display was part of Joe Joel's ace showmanship campaign for the Wintergarden opening.

THE HOLLYWOOD SCENE CONTINUES TO BE OF PARAMOUNT IMPORTANCE





For one as masterfully 'built' as Kim Novak, she has to put up with an awful lot of 'manhandling' in Alfred Hitchcock's "Vertigo." She is pushed around, has to jump into San Francisco Bay and be rescued, is dragged up a belfry staircase and thrown twice from the tower, and for extra measure is virtually choked to death. Here,in rehearsals, she is her own stand-in for the techniques of both Director Hitchcock and co-star Jimmy Stewart.



The fabulously equipped technical department of Supervising Art Director Hal Pereira is here visited by a young Filipino moviegoer who, if he can make his own filmgoing habits contagious in the United States, should be worth his weight in emeralds.

He is Simeon Dee, an architect in Manila, who sees an average of ten(10) movies a week. Partly because he is planning and building homes in the Philippines, and seeks ideas. In the shot above, Mr. Pereira is showing him some of the sketches already prepared for "The Mountain Is Young," authored by Han Suyin, which property Paramount recently purchased. (Miss Han will be well remembered for an earlier film success - "Love Is A Many Splendored Thing.")



Bud Fraker, the studio's ace photographer, knows how to 'cover' a good picture.. Sometimes it's with a lens; but at a time like the above -- at an important Hollywood premiere — an umbrella is what's called for. The star: the lovely Ann Blyth.

—

RIGHT

Whatever the identity of the 'sleeping beauty' on the set of Alfred Hitchcock's "Vertigo," Barbara Bel Geddes and Jimmy Stewart seem unable to stir him into action....At approximately the same time, however, Mr. H. was producing plenty of directorial response from co-star Kim Novak.





Every sportscar driver with a yen for something other than his present car, years for a Mercedes 300-SL Roadster. Producer Hal Wallis, who has driven just about everything else in the world, got his Mercedes 300-SL when he was in Europe recently, and now proudly displays it on the outdoor set of "Showdown At Gun Hill."



HITCHCOCK A "ROLLING STONE"

"Vertigo," Alfred Hitchcock's new Paramount VistaVision production, is the eleventh one of his last 17 pictures to be made away from Hollywood. His last five productions were all made on location -- "To Catch A Thief" in Cannes, "The Trouble With Harry" in Vermont, "The Wrong Man" in New York, "The Man Who Knew Too Much" in Marrakech, French Morocco, and now "Vertigo," starring James Stewart and Kim Novak, in San Francisco.

****"Hitch" may be a 'rolling stone,' but his hithrillers certainly gather plenty of Golden Moss at the Box Office.

SPARKLING PARAMOUNT PREMIERES ILLUMINE THE BRITISH SCENE



LONDON - This is the exterior of the Leicester Square Theatre, where "Desire Under the Elms" has been presented so successfully, and where queues of picturegoers have been setting something new in the matter of queue-long records.....



.....Here, for instance, at the right-hand side of the entrance, is where the Five Shilling queue begins. And of course the HOUSE FULL sign is not there just for fun. The queue stretches to the right.....



....Then it turns down Whitcomb Street....And (in the picture at right), down St. Martins St. into Orange Street.....



....Meanwhile, the queue at left of the main entrance had its own pattern of patient waiting. And here you see the queue in place, by day and by night, waiting to see "Desire Under the Elms," one of the finest film dramas to be released in England in years.



LONDON - No doubt at all as to when "Teacher's Pet" is being shown at Odeon, either on weekdays or Sundays....Neither is there any doubt, at right as to the popularity of the Clark Gable-Doris Day comedy.





MANCHESTER -Last month we reported the interesting visit of Charlton Heston to the Kemsley Newspaper Organisation in this city. Here are pictures showing him actively at work as a linotype operator (without pay), and also as a reader looking over the results of his own work. From the critical look on his face it would appear that he will stick to film acting for the time being --- especially as he has been able to see, in London, Manchester, Dublin, Paris, Rome and Brussels (to mention just a few cities), the magnificent success being achieved by "The Ten Commandments."





LONDON - This is an 'extension course' in the study of "Teacher's Pet" at the Odeon, and is designed to show that the queues for the picture were in front of the theatre by night as well as by day.



RIGHT

LONDON - One of the many important film events Charlton Heston attended during his very active stay in London was the Royal World Premiere of the British film, "Dunkirk," presented before Her Majesty the Queen and the Duke of Edinburgh. Shown here at right are Heston and D.P.Evans, a veteran of Dunkirk.

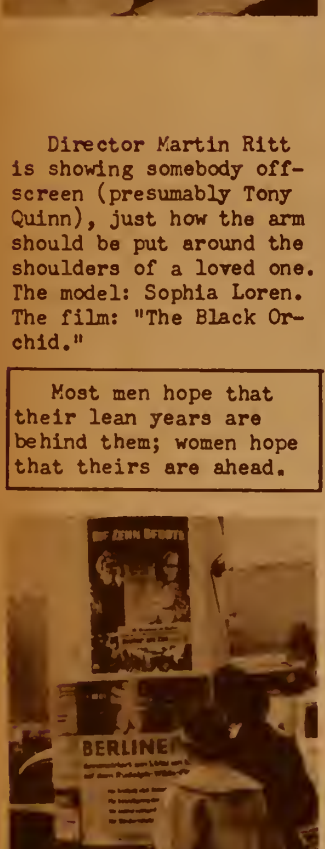
RIGHT

Producer ("War & Peace") Dino De Laurentiis has learned the profitable habit of being on the set every time a major scene is filmed. It paid off superbly in "War and Peace" and he's following the pattern in "The Tempest."



Director Martin Ritt is showing somebody off-screen (presumably Tony Quinn), just how the arm should be put around the shoulders of a loved one. The model: Sophia Loren. The film: "The Black Orchid."

Most men hope that their lean years are behind them; women hope that theirs are ahead.



BERLIN - Street kiosk advertising for "The Ten Commandments" continues to command the attention of pedestrians in thie city. This particular poster announces the DeMille film's move-over to the Atelier am Zoo after eight weeks at the Zoo Palast.

Let thy speech be better than silence, or be silent.

- Dionysius,the Elder



"THE TEMPEST", PARA DISTRIBUIÇÃO PARAMOUNT, EM PRODUÇÃO NA IUGOSLÁVIA OUTRAS NOTAS

* * * * *

Outra grande produção, que se exibirá sob o pendão de "A marca das estrêlas", é a que Dino De Laurentiis está concluindo. Êste filme, destinado a grande sucesso, é "A Tempestade", que está a se terminar em Belgrado, na Iugoslávia, e cuja marcha de produção andou com grande aceleração. Em outra parte dêste número damos alguns comentários e fotos sôbre a obra. Dispõe de um elenco admirável: Van Heflin, Silvana Mangano, Viveca Lindfors, Geoffrey Horne, Oscar Homolka, Agnes Moorehead, Helmut Dantine e Robert Keith, sendo dirigida por Alberto Lattuada. "A Tempestade" se baseia em duas novelas do famoso autor russo Alexandre Pushkin e se reporta ao levante revolucionário que no século 18 os Cossacos levaram a cabo contra a poderosa Catarina, a Grande. A partir de agora, daremos outras notas sôbre esta produção, que está sendo consumada pelo esplêndido realizador de "Guerra e Paz", que ainda continúa na sua marcha de sucesso.

James E. Perkins, presidente da Paramount - International, já regressou a Nova York, de sua extensa viagem de inspeção e negócio pela América Latina, fato que noticiamos em outra seção desta revista. Mr. Perkins trouxe as melhores impressões dos negócios nas Américas do Sul e Central, e muito especialmente, dos resultados obtidos pelo OS DEZ MANDAMENTOS - onde já foi exibido. Êle nos disse que nunca, em tôda a história do cinema, havia havido tamanha e mais grata expectativa por um filme, como lá lhe coube notar com relação à obra de Cecil B. DeMille.

Enquanto isto, vale a pena lembrar que como adição à nota acima, houve novas estréias de OS DEZ MANDAMENTOS em diversas partes do mundo. De particular interêsse são as estréias em Bangkok, Dublim e Brisbane, onde o showmanship, como logo se ve, desempenhou um grande papel. E de mês em mês, crescem os tributos prestados ao realizador deste filme excepcional, que já provou ser o mais elogiado de tôda a história do cinema.

De muitos países estamos recebendo notícias do êxito obtido pelo filme "Sem Lei e Sem Alma". Deve portanto ser motivo de satisfação para todos os paramountesee o saber que Hal Wallis está seguindo o mesmo padrão de agrado popular na sua nova produção "Showdown at Gun Hill". Pelo que se nota do "script" e vem confirmado pelos que têm visto os primeiros "rushes" o elemento de "tensão" é também predominante neste filme, o qual conta entre outros artistas, com o admirável Kirk Douglas e o estupendo Anthony Quinn.

O filme "Um 'Amor' de Professora", que tanto deleitou o pessoal cinemeiro na Broadway, está agora repetindo o seu êxito no cine-teatro--"Odeon", de Londres. E outro grande sucesso na capital inglesa é "Desejo", que se exibe no Leicester Square Theatre. Nesta edição damos notas sôbre amboe os acontecimentos.

O "showmanship", relacionado à apresentação de OS DEZ MANDAMENTOS pelo mundo, é um fato notável. Já demos sôbre isso notas abundantes, ou quantas o espaço nos permitia; e oxalá tivéssemos podido publicar mais. Um fato que tem regulado a divulgação dêsse material é a presença e manifestação das massas populares. Como tem sido tantae vezes frisado aqui, o obtejo do showmanship é atrair as maseas através doe recursos de que se lance mão. E ainda insistimos em que êsse é o único fim de tôda boa propaganda. Portanto, continúem com o bom trabalho e os resultadoe serão compensadoree.

A Mr. and Mrs. Interview: HOW "MARACAIBO" WAS MADE



Wildes read excellent MARACAIBO trade review. Both had California tans, but Jean's added attractive fleck of freckles across the cheekbones. Jean wore form-fitting beige shantung suit and cap of small white flowers.



Can you answer this? asks Int'l Publicity head Paul Ackerman as he gives the Wildes a "sneak preview" of questions he'll ask. Also interested: U.S. Publicist Zac Freedman (r.).

FIRE AND WATER AND SMOKE mingle in the demolition, underwater, of a flaming oil well. Cornel Wilde (below) as fire fighter Vic Scott attempts it. The well is sunk into Venezuela's Lake Maracaibo. In technicolor--scenes of vivid, terrifying beauty. And hand-clutching suspense.



Blond and beautiful actress gazed at her director, tall, dark and hundsome man.

Scene? Not Stage 5 at Paramount Studios. But the quiet recording studio at Home Office

A mike separated actress Jean Wallace and her director, co-producer, leading man--and in private life her husband--Cornel Wilde.

As interviewer Cornel played a Mike Wallace role but with all the warm Wilde charm. Jean sat up, right on the edge of her chair, and retorted pertly and quickly, shot back questions. Cornel, cool and calm, replied carefully. The Wildes' personalities make a dramatic contrast off-screen as well.

They discussed - frankly - on-the-set problems. Most unique tape recording and good publicity for MARACAIBO. It also might be called a lesson in how to disagree agreeably. For example:

Cornel: "You expressed an opinion that I rehearsed too much."

Jean: "Oh, I don't say you rehearse too much, just rehearse too much for me."

And later on:

Jean: "I feel that...constant full rehearsal is exhausting."



NO WORDS NEEDED. Jean Wallace and Cornel Wilde create a memorable love scene in their roles for MARACAIBO. Exotic setting, offshore fire, will anyone notice?

Cornel: "It can wear you out. Exactly."

Jean: "I agree with you in everything else, and as you know, I've done it. ... You have often said to me: 'All right, Jeannie, come on now, let's see exactly what you're going to do.' Right?"

Cornel: "Right."

Jean: "Well, I get tired of doing exactly what I'm going to do."

Cornel: "... As a result, in the rehearsal I can't always feel that this is going to be good enough."

Jean: "I see."

The Wildes presented a vivid sketch of how a movie is made. Long rehearsal for technique and emotion. Inter-relationships between actors and the director and the crew. Tension of the final "take." The director's aim for a "100%" mark -- and his compromises.

Cornel explained he really prefers his triple job of producer, director and actor because there's "unanimity of opinion" as to what is done. The Wildes formed Theodora Productions in '53. If they have a formula, it's a potent combination of color--action--romance. Right now it spells M-A-R-A-C-A-I-B-O.

--Ann Usher

Music is the only language in which you cannot say a mean or sarcastic thing.
- John Erskine



SANTIAGO, CHILE - Very effective display stand for Elvis Presley's "Loving You" in the lobby of the Rex Theatre here.



BUENOS AIRES - Three more phases of the tremendously effective showmanship campaign for the Elvis Presley film staged by Managing Director Hugo Stramer and Publicity Director Alida Gonzalez.... Here is one of the Four Rhythmsters performing you-know-what in no uncertain fashion.....



....Here are the Friends of Elvis gathered before the Cine Metropolitan....



....And here is the type of audience which filled the Metropolitan to capacity to see Elvis Presley in "Loving You."





BUENOS AIRES - Two phases of the remarkably effective showmanship campaign which 'socked' Elvis Presley's "Loving You" across. At left are three of the four members of "The Four Rhythmstars" who staged a terrific dance. Other members of the Elvis Presley Fan Club paraded the main streets and handed out leaflets. At top is an RCA window, containing actual Presley shirt and shoes secured in New York by Manager A.M.Mackenzie.

LA FILMACION DE "LA TEMPESTAD" SE ACTIVA EN YUGOESLAVIA

* * * * * * * *

Otra ingente producción que llevará la marca de la Montaña y las Estrellas, y la cual vendrá a comprobar, una vez más, que Dino de Laurentiis, su realizador, no se duerme en sus laureles, será la intitulada "La Tempestad", las escenas de la cual empezaron a rodarse en Belgrado, Yugoeslavia, a principios de marzo y continúan rodándose a grandes pasos. . . En otro lugar de este número reproducimos algunas fotos de los inicios de esta magna producción, con las estrellas Silvana Mangano, Vivaca Lindfors, Geoffrey Horne, Oscar Homolka, Agnes Moorehead, Helmut Dantine y Robert Keith. Su director es Alberto Lattuada. "La Tempestad" está basada en dos novelas originales del célebre autor ruso Alexander Pushkin durante la dramática sublevación de los cosacos en el reinado de Catalina la Grande, en el siglo XVIII. A medida que avancen los trabajos de filmación de esta monumental película iremos informando al lector paramountista. Su realizador De Laurentiis se superará a sí mismo, mientras los éxitos de "La Guerra y la Paz" continúan sin merma en todas las pantallas del mundo ...James E. Perkins, presidente de Paramount International, se ha reintegrado a su oficina de Nueva York después de un extenso y bien aprovechado recorrido por la mayor parte de los países latinoamericanos. Mr. Perkins se muestra muy optimista, pues ha sido testigo personal de los progresos de la Paramount en los países visitados y, muy particularmente, de la inmensa acogida de "Los Diez Mandamientos" en cuantas partes se está exhibiendo. Jamás el público había demostrado tan unánime entusiasmo para ver una película, como el que demuestra diariamente para disfrutar del sin igual espectáculo que le ofrece la fantástica producción de Cecil B. DeMille. . . Además de los países de este continente, "Los Diez Mandamientos" se ha estrenado, recientemente, en Bangkok (Indochine), Dublín (Irlanda) y Brisbane (Australia). En todos estos lugares el espíritu de "showmanship" se ha demostrado en forma verdaderamente encomiable. A medida que "Los Diez Mandamientos" se extienda por todos los confines de la tierra aumenta la seguridad de que ninguna otra película superará a ésta en resultados económicos y artísticos. . De diferentes partes del mundo nos llegan noticias de la gran popularidad que en todas partes obtiene la película "Gunfight at the O.K. Corral" ("Duelo de titanes"). Esto nos lleva a creer que el anuncio de otra película en plan de producción, del mismo género, será de gran interés para el paramountista. Hal Wallis es el realizador de "Showdown at Gun Hill" y por informes que nos llegan del estudio, la exhibición de los "rushes" ha llenado de entusiasmo a los que los vieron en su forma todavía "cruda". Dos nombres -- el de Kirk Douglas y Anthony Quinn - que por sí solos auguran su éxito, figurarán a la cabeza del reparto de esta película. . . "Teacher's Pet" ("Enséñame a querer"), comedia dramática, que en el Broadway ha hecho las delicias de millares de neoyorquinos, ha sido estrenada, con igual buen éxito, en el Odeón de Londres. Otro triunfo de la Paramount en la capital inglesa es "Deseo bajo los olmos" que engalana la pantalla del Teatro Leicester Square. Véanse fotos de ambas producciones en este número. . . El "showmanship", con relación a "Los Diez Mandamientos", ha sido de la más alta calidad imaginable en todas partes. Las multitudes que aparecen en las fotos que publicamos hablan más elocuentemente que las palabras. Esto nos halaga, pues el objeto primordial del "showmanship" es atraer al público al teatro y convencerle a que entre en él para ver la película que se exhibe. Las fotos que muestran este resultado son, de consiguiente, las más efectivas, pues los resultados están a la vista. La foto que muestra multitudes tiene un valor más positivo que la que muestra los anuncios, por bellos que sean, frente el teatro con la calle vacía.

YOU ARE ASKED TO REMEMBER THE CLAIM THAT LATIN AMERICA WILL MORE SUCCESSFULLY DISTRIBUTE "THE TEN COMMANDMENTS" THAN ANY OTHER PART OF THE WORLD.

LATIN AMERICAN PIX OF FILM PEOPLE AND SHOWMANSHIP EVENTS



HOLLYWOOD - Mr. and Mrs. Eduardo Santos, of Bogota, Colombia (where he is an eminent exhibitor), meet Kirk Douglas on one of the sets of the Hal Wallis thriller, "Showdown at Gun Hill."

Mr. and Mrs. Santos also lunched with Cecil B.DeMille during their most interesting studio visit.



PORT OF SPAIN,TRINIDAD - Lord Hailes, Governor General of the West Indies, and Lady Hailes entering the De Luxe Theatre with Managing Director Teelucksingh for the spectacular premiere of "The Ten Commandments."

NOTE THE AWE-INSPIRING figure of Moses to the right....A few days ago this entire business area of Port of Spain, Trinidad was demolished in a $20,000,000 fire. But the figure of Moses remained untouched and unharmed through all of the turmoil...And of course became again a dominant figure as the newspaper cameras caught the scene for the Trinidad Guardian.



MEXICO CITY - Comedy star Jerry Lewis,in the Mexican capital on production business connected with "Rock-A-Bye Baby," is met at the airport by Roberto Cantu Robert, from "Cinema Reporter," Jorge Salazar from the Paramount office, Mr. Davidson, and,barely discernable in Jerry's shadow,is Mr. Gluckman.



PANAMA - Central American Manager Mario Ghio very smartly tied the Isthmian Sports Car Club, an enthusiastic local group,to the premiere of "The Devil's Hairpin." Parading through Panama's streets to the Lux, the cars later lined up outside the theatre where they were inspected by the interested populace. Inside the lobby of the Lux was a comprehensive display detailing the activities of the Club. Before and during the run of the Cornel Wilde production, an MG car was made available to Paramount by the local dealer for distribution of heralds. There were also some good record store tie-ups. A case of good all-around showmanship.

PORT OF SPAIN, TRINIDAD - You'd travel far and wide before you'd encounter a more striking symbol than this statue of Moses, created by a local Trinidadian artist, and erected in the business centre of Port of Spain to attract still further attention to the local presentation of "The Ten Commandments" at the De-Luxe.



PORT OF SPAIN, TRINIDAD - Ornate exterior of the De Luxe Theatre here, decorated for the premiere of "The Ten Commandments." Note particularly the massive reproductions of the white sphinxes. These, along with the massive statue of Moses pictured on another page,are fine evidence indeed of the great showmanship policy of the De Luxe management.



BOGOTA,COLOMBIA - Paramount Manager Juan Sastre reports that Bogota picturegoers are very proud of the magnificent new Olympia Theatre, here shown presenting "Spanish Affair." Scene below is of the spacious lobby.



"A.Z." on MARACAIBO...

Everyone knows that use of the initials A.Z. is an affectionate reference to Adolph Zukor.

In this instance it is a quote on Mr. Zukor from the columns of the Hollywood Reporter, to wit:

"Adolph Zukor's note to producer-director-star Cornel Wilde: 'I was immensely impressed by MARACAIBO - a wonderful job'."



ROME - Another splendid bookstore window tie-up displaying the Art Cohn biography of Joe E.Lewis on which Frank Sinatra's "The Joker Is Wild" was based in the Hal Wallis production.



MILAN - Here's another fine window (one that gets the crowds) for Frank Sinatra's "The Joker Is Wild," this one in a top record and radio store in this city.





ROME - Punchy showmanship for Art Cohn's book, "The Joker is Wild" is demonstrated in these two displays for the Frank Sinatra film. At left is a show-window in the H. M. V. Record Store; at right, a noted bookstore window.

"LA TEMPESTA", GRANDIOSO FILM CHE SARA' DISTRIBUITO DALLA PARAMOUNT, IN CORSO DI LAVORAZIONE IN YUGOSLAVIA.....



Un'altra colossale pellicola che sarà affidata alla distribuzione della nostra Casa e che attesterà ancora una volta la grande abilità di Dino De Laurentiis in fatto di produzione cinematografica è in corso di lavorazione. Si tratta di "LA TEMPESTA" le cui prime scene sono state girate a Belgrado in Yugoslavia in marzo. In altra parte del presente numero troverete qualche illustrazione di qualcuna di dette scene di questa mastodontica produzione interpretata da Van Heflin, Silvana Mangano, Viveca Lindfors, Geoffrey Horne, Oscar Homolka, Agnes Moorehead, Helmut Dantine, Robert Keith e diretta da Alberto Lattuada. "LA TEMPESTA" è tratto da due romanzi del celebre autore Alexander Pushkin sulle drammatiche rivolte Cosacca contro la Russia di Caterina la Grande, nel XVIII° secolo. Non mancheremo di tenervi di mese in mese informati circa il progresso di questa poderosa pellicola che lo stesso produttore dell'ormai famoso GUERRA E PACE sta preparando per noi.

Il presidente della Paramount International James E. Perkins è rientrato in Sede del suo esteso viaggio d'ispezione in America Latina, viaggio di cui vi diamo particolari in questo numero. Mr. Perkins è molto ottimista sull'andamento generale dei nostri affari in Sud e Centro America e specialmente sul successo, che è già immenso, di "I DIECI COMANDAMENTI". Egli ha affermato che in tutta la storia del cinema non s'era mai notato lo stesso unanime entusiasmo del pubblico per un film come quello destato ora dal capolavoro di Cecil B. DeMille.

Nel frattempo, diverse altre memorabili premieres di "I DIECI COMANDAMENTI" hanno avuto luogo in parecchie parti del mondo. Notiamo in modo particolare quelle di Bangkok, Dublino e Brisbane le quali sono state ciascuna precedute da lanciamenti di primissimo ordine. Così, di mese in mese, aumentano sempre più gli onori invero eccezionali resi al realizzatore di queste superbe opere d'arte che si è ormai piazzata in primo posto in tutta la storia del cinematografo.

Da molte parti del mondo continuano a giungerci dati e notizie circa lo strepitoso successo di "GUNFIGHT AT THE O.K. CORRAL". Dev'essere perciò motivo di grande soddisfazione per tutti i paramountisti quello di sapere che Hal Wallis farà seguito a questo magnifico lavoro con un altro del genere, ancora più bello, intitolato "SHOWDOWN AT GUN HILL" e interpretato da Kirk Douglas ed Anthony Quinn. Soltanto a leggere le sceneggiature si capisce che è un film pieno di quel "suspense" che tanto piace al pubblico, ciò che del resto ci è stato confermato dai nostri dirigenti di Hollywood che hanno visionato le prime scene girate.

"TEACHER'S PET" che ha deliziato il pubblico cinematografico di New York sta ora riscuotendo lo stesso plauso all'Odeon di Londra. Altro grande successo londinese è "DESIDERIO SOTTO GLI OLMI" al Teatro Leicester Square. Troverete illustrazioni di entrambi questi trionfi nel presente numero.

Indistintamente in tutte le parti del mondo I DIECI COMANDAMENTI ha avuto dei lanci pubblicitari di primissima categoria ed in tutto degni di questa eccezionale produzione. Da parte nostra abbiamo sempre cercato di pubblicare quanto più possibile in merito ma, c'intende, per motivi di spazio, non siamo ogni volta riusciti ad includere tutto quanto avremmo desiderato. A questo proposito vi diremo anzi che nello scegliere le fotografie da riprodurre abbiamo generalmente cercato di dare la preferenza a quelle che mostravano folle di gente perchè, in definitiva, lo scopo precipuo di un abile lanciamento è proprio quello di far venire la voglia di vedere il film e attrarre le masse al botteghino del cinema dove lo si presenta. Donde il criterio che ci ha guidati nell'illustrare specialmente quei lanci che, oltre al resto, erano in grado di dimostrare che lo scopo era stato raggiunto in pieno, che le masse di pubblico erano state effettivamente attratte.



"The Tempest" Surges in the Heart as Well as on the Battlefields of the Nation.

Silvana Mangano and Geoffrey Horne in a tender scene from the Paramount-De Laurentiis mightyfilm.

"Cabiria" is a Triumph in B.Aires!

Here's a resounding cable from Buenos Aires regarding the Dino De Laurentiis production, "Nights of Cabiria":

YESTERDAY'S SHOWING OF "CABIRIA" TREMENDOUS SUCCESS. BIGGEST ATTENDANCE OF INTERNATIONAL FILM WEEK. AFTER PERFORMANCE LOUDEST AND GREATEST OVATION EVER HEARD

sgd. (HUGO) STRAMER



STOCKHOLM - Not only the public but the stage and screen stars of Sweden enjoy the film antics of Jerry Lewis and Dean Martin. Here is the very famous Swedish comedian, Elof Ahrle taking his son to see "Hollywood or Bust" at the Anglais Theatre.

"YOUNG CAPTIVES"

Andrew J.Fenady and Irvin Kershner, youthful producing-writing-and-directing team, have been signed by Paramount to make the tentatively-titled "Young Captives," a teen-age suspense drama. Fenady will produce, and Kershner will direct.

"Young Captives" concerns a teen-age couple who elope only to be held hostage by a young killer.

Scheduled start is mid-June.



AMSTERDAM - Manager K.F.J.Wijsmuller went right to the garages of this city for some of his most effective tie-ups on Cornel Wilde's "The Devil's Hairpin. Here's a typical example.

"THE TEMPEST", EEN GROOTSE PARAMOUNT FILM, THANS IN JOEGOSLAVIE IN PRODUCTIE.....

Wederom een kolossale productie, die het Paramount handelsmerk zal dragen, en waarmede wéér het bewijs geleverd wordt van Dino De Laurentiis' capaciteiten, is thans in wording. De opnamen van "The Tempest" begonnen begin Maart in Belgrado in Joegoslavië, en gaan sindsdien ononderbroken door. Elders in dit nummer vindt U foto's van de start van deze productie, waarin de hoofdrollen gespeeld worden door Van Heflin, Silvana Mangano, Viveca Lindfors, Geoffrey Horne, Oscar Homolka, Agnes Moorehead, Helmuth Dantine en Robert Keith onder regie van Alberto Lattuado. "The Tempest" is gebaseerd op twee verhalen van de beroemde Alexander Poesjkin over de dramatische Kozakkenopstand tijdens de regering van Catherina de Grote in de 18de eeuw. Wij zullen U elke maand van de vorderingen van deze belangrijke film op de hoogte houden, een film die door de zelfde producer wordt gemaakt als het imposante "Oorlog en Vrede".

James E.Perkins, president van Paramount International, is van zijn uitgebreide Zuid Amerikaanse zakentournee naar het hoofdkantoor teruggekeerd, en elders in dit nummer vindt U hierover een verslag. Mr. Perkins is zeer optimistisch over de gang van zaken in Zuid en Centraal Amerika, en in het bijzonder over het reeds spectaculaire succes van "De Tien Geboden". Hij verklaarde, dat er nimmer te voren van de zijde van het publiek zo een geconcentreerde belangstelling was om een bepaalde film te zien als in dit geval ten opzichte van Cecil B.DeMille's grootste productie.

Ondertussen hebben er in verschillende delen van de wereld weer een aantal luisterrijke premières van "De Tien Geboden" plaatsgevonden. Speciaal vermeld dienen te worden de premières in Bangkok, Dublin en Brisbane, waar showmanship van de hoogste orde werd gedemonstreerd. En maand in, maand uit, worden aan de maker van deze meesterlijke film de meest uitzonderlijke huldebetuigingen aangeboden; de film is thans reeds de beroemdste in de geschiedenis geworden.

Uit vele delen van de wereld ontvangen wij berichten, die blijk geven van de grote populariteit van "Gunfight at the O.K. Corral". Het moet daarom voor vele Paramounteers een grote voldoening zijn te weten, dat Hal Wallis na deze machtige en spannende film een nog grotere gaat maken - "Showdown at Gun Hill". Te oordelen naar het scenario en naar de berichten omtrent het doorzien van de "rushes" in de studio, wordt dit een film met een maximum aan spanning, die de toeschouwer compleet in zijn ban zal houden. De film heeft Kirk Douglas en Anthony Quinn in de hoofdrollen.

"Teacher's Pet", welke film het bioscooppubliek van Broadway in New York in verrukking heeft gebracht, heeft bewezen een even groot succes te zijn in het Odeon in Londen. Een ander groot succes in Londen is "Desire under the Elms" in het Leicester Square Theater. Wij brengen een fotoreportage van beide gebeurtenissen in dit nummer.

Showmanship ten aanzien van het uitbrengen van "De Tien Geboden" over de gehele wereld is van het hoogste belang. Wij hebben hierover zo veel mogelijk gepubliceerd, - voorzover de ruimte ons dit toeliet -, en wij wensen, dat wij méér hadden kunnen plaatsen. Eén element diende ons als leidraad bij de publicatie van het materiaal, nl. de aanwezigheid van publiek op de foto's. Wij hebben steeds getracht duidelijk naar voren te brengen, dat het doel van showmanship is publiek naar het theater te krijgen en het als het ware te dwingen naar binnen te gaan. Daarom is, naar onze mening, de beste soort showmanship die, welke zijn waarde bewijst door tegelijkertijd de mensenmenigten te tonen. Dat is de reden, waarom wij altijd, indien enigszins mogelijk, die foto's plaatsen, waarop tevens het publiek goed zichtbaar is.

In view of your fine showmanship on "The Devil's Hairpin," Mr. Wijsmuller, we would like to advise you that Cornel Wilde's newest film, "Maracaibo," is even more exciting entertainment. It's about the petrol industry, so the same garages are bound to be interested.

CHURCHES OF FRANCE LENDING INSPIRING AND DIGNIFIED SUPPORT TO "THE TEN COMMANDMENTS"

-

Paramount head office in Paris has been given the exceptional authorization, through the good offices of the Centrale Catholique du Cinéma, to post on the gates and doors of 80 important churches of Paris and suburbs the special poster printed by the ADIC (Agence de Documentation et d'Informations Cinématographiques) for this purpose, as well as Paramount's own poster (60 x 80 cm.) wherever the panels are large enough for the purpose. It marks the first time in history that such a public information step has been authorized in connection with a motion picture.

Additionally, identical posterage has been authorized in connection with 30 Christian Schools of Paris.

We present on this page a representative illustration of this remarkable endorsement of the film industry's paramount masterwork.



This dignified special Paramount poster for "The Ten Commandments" is on one door panel of the main entrance to the Cathedral of Notre-Dame, Paris, one of the most revered edifices in the whole world.



At right in this school scene (in which four posters for "The Ten Commandments" appear) is the General Manager of the Christian Schools of Paris, Father Bernard Marie. No secret of his enthusiasm for "The Ten Commandments" is made by Father Marie, who has been one of the most devoted workers for the Cecil B. DeMille production ever since its initial screening in Paris a year and a half ago.



Here is the Church of St. Thomas d'Aquin in the centre of Paris, and to the right is the entrance with its special announcements. Poster at lower left is the Paramount one; the poster being viewed by the young people is the one issued by the ADIC.

RIGHT

First two scenes at right are exterior and interior views of the Church of St-Severin, Paris. Third scene shows poster for the film within the Church of Notre-Dame de Passy....All of the posterage on this page has been in place since January 15th last.



PARAMOUNT CAMERA HIGHLIGHTS OF THE NEW YORK CITY SCENE



Front of Loew's State Theatre as arrayed for the premiere of "Another Time, Another Place."(The young lady in front is not picketing the house: she is simply a showmanship 'instrument' announcing the fact that the first 100 young ladies purchasing tickets would receive, free, an Asquatum raincoat similar to the one worn so constantly by Lana Turner in the Lanturn Production,a Paramount release).



Close shot of the model in the raincoat shown in the scene above. With her is Clyde Fuller, manager of the State. All of the details are on the two posters, and one of the posters is on the model.



FRED KOEHNER

Named as Senior Assistant to Paramount Treasurer James H.Richardson earlier this month, Fred Koehner has had a deep and significant insight into the motion picture industry for the past two decades.

He has come to Paramount from fifteen years with Price, Waterhouse, during which time he was brought into the very closest touch with administration, production, exhibition and distribution operations as they affect the majority of organizations in our industry.

In short, a remarkably well-informed addition to Paramount's administration ranks - and a gentleman to whom we are happy to extend a warm welcome.



(L.)Jimmy Stewart, Kim Novak and Producer-Director Alfred Hitchcock as they'll be seen when "Vertigo" opens at the New York Capitol later this month.



Barney Balaban, president of Paramount, receives from the Cruiser Olympia Association a plaque in recognition of his aid in having preserved as a national shrine the cruiser "Olympia," flagship of Admiral Dewey at the Battle of Manila Bay. Presentation was made in Mr. Balaban's office, with Charles R. Fish,Jr.,vice-pres. of the assocation making the presentation At right is Franklin S. Roberts, a director of the association.

(Mr. Balaban was the first person to pledge a substantial sum to the citizens' group formed to save the Olympia in 1954 at the beginning of a 3-year fight to rescue her from the scrap heap).

NEW YORK DAILY NEWS, in reviewing "Short Cut to Hell," says, in part:

James Cagney switches from fore to aft of the camera for "Short Cut to Hell," making his debut as a successful director for a suspenseful story about a killer for hire... In a preface for the movie, Cagney also appears with a personal plug for two new stars, Robert Ivers and Georgann Johnson, whose subsequent performances prove most worthy of his recommendation.



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Lana Turner's Most Appealing Role*****



Scenes below from the made-in-England picture show Lana Turner, Barry Sullivan, Sean Connery, Glynis Johns, Sidney James, Terrence Longdon, Doris Hare and Martin Stephens.

Daily Cinema of London said: "The cast has obvious box-office appeal. A happy blend of good star material and an interesting family story which cannot fail to find a ready market anywhere."



HIGHSPOTS OF NEW YORK REVIEWS: "Lana is Luscious..The star is well photographed" (N.Y.Journal American)....."*** All the players have talent and conviction..Presentation and photography are of high calibre" (Daily News).....All of the reviews paid high tribute to the authenticity of the English settings and the clarity of the black and white photography.



PARAMOUNT PEOPLE IN THE NEWS



HOLLYWOOD - On the set of "Showdown At Gun Hill," Producer Hal Wallis welcomes a couple of official visitors from Australia, visiting the studio as guests of Vice-President Frank Freeman. Second from left is Premier J.J.Cahill, of New South Wales, Australia. Directly behind him is Wallace Wurth, CMG, LLB, Chairman of the NSW Public Service Board. Mr. Freeman is in light suit, and directly behind him is Luigi Luraschi, Studio's Head of Censorship and Paramount International liaison.

WEDDING BELLS
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Denver - Betty Christian, booking secretary at Paramount, is engaged to Ronnie Giseburt, assistant shipper at the exchange.

- Film Daily
May 6th, 1958

Announcing the publication of

Patchwork

by Lucy Mouring McGriff

[illegible]

We reproduce this publication announcement because Mrs. Lucy McGriff is a former Paramounteer whose regular despatches from the Charlotte, NC, branch to our columns brightened our every issue for quite a spell of years. No longer a Paramounteer in fact, Lucy McGriff will always be one in heart. We earnestly recommend her book of verses to all lovers of true beauty.

A G.I. SEES "THE TEN COMMANDMENTS" IN STUTTGART, GERMANY



By HY SMITH, now with the U.S.Military Forces in Europe, on service leave from his post as assistant to John Guilfoyle, Advertising Dept., production manager. Hy's letter is a report to Ann Usher, secretary to the editor of Paramount World.

5 Apr. 58

Hello Ann,

Greeting from a Paramounteer gone G.I. You may well be surprised at this letter since it's been nine months since I left Paramount.

The purpose of this letter is twofold. First I would like to receive a copy of Paramount World each month if possible. My second reason for writing this letter is to report my feelings upon seeing "The Ten Commandments" in Stuttgart, Germany.

I was granted a three day pass to Stuttgart this weekend. Last night I arrived with two friends (GI's) and as is our custom toured the town seeking out places of interest. When I passed the Atrium Theatre I noticed two things, the long line near the box office and the massive signs and posters advertising "Die Zehn Gebote" (The Ten Commandments). I made up my mind that I would see it today (Sat.). So at 3 p.m. this afternoon I paid my six marks ($1.44) and saw "The Ten Commandments" for the third time. The first, however, in German. I feel, after seeing it today, that language is no barrier. I caught words here and there and of course I know the picture well. However, it did not merely entertain me, it inspired me. The dubbing was excellent, the sound excellent, and just about everything else was excellent.

I experienced the same the same goosepimples during this showing that I had experienced at my two earlier showings. In other words "The Ten Commandments" is still the powerful movie it was in English. I was not the only one spellbound today. During intermission and at the end of the movie people all around me held their seats and discussed the movie. I'm sorry I do not know enough German to have gone over to them and held my own interview with them. I'm sure their comments would have been quite enlightening. I enclose the ticket stub to show you the similarity to the ticket used in the States.

Regards,
Hy Smith (signature)

Brussels Conclave

The Paramounteers of Belgium held a sales convention in Brussels on April 8,9,10. Continental General Manager John B. Nathan attended from Paris.



This was one side of the table at the closing dinner. Facing the camera are: Mr. Salmon, Mrs. Mahieu, Mr. Mahieu, Mr. Jankolovics, Mr. Nathan, Mr. Binstock, Mr. Vaes, Mrs. Smets, Mr. Van Laetem.



The other side of the Brussels dinner table, and this time reading from the left we see Mr. Malkolm, Mrs. Straetemens, Mr. Rigaux, Miss Stern, Mr. Hemptinne, Mr. Bogaert, Mr. Meert, Miss Royer and Mr. Couvreur.



BRUSSELS - Top trio at the sales convention held here early in April. Manager for Belgium, Julian Binstock is in centre. John B. Nathan, General Manager for Continental Europe, is at left. At right is Boris Jankolovics, Supervisor for Belgium and Germany.

Keeping the "Big Picture" Policy Before The Industry

DRAMATIC TITLE PAGE and double-spread in film industry trade press thundered to the world that Paramount is in the "Big Pictures" business with all of the combined forces at our command.....And for not just a few theatres, or a few hundred, but for "The Theatres of the World....Note, too, the glowing tribute paid "The Ten Commandments" as the 'Rock of Ages', the timeless foundation, of this product announcement.

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"PARAMOUNT HAS RESOLVED TO GO FORWARD WITH A BROAD AND EXPANDED PRODUCTION PROGRAM OF OUTSTANDING ATTRACTIONS"...

Barney Balaban

This great company's vast resources are your guarantee of a product-plenty future . . in which Paramount is dedicated to supply the theatres of the world with every type of screen entertainment possessing a built-in profit potential . . with emphasis on top calibre motion pictures. Evidence of this determination is Paramount's '58 '59 program of 25 pictures described here . . with the highest proportion of boxoffice blockbusters ever offered in one season. Examine the ingredients carefully. Each and every one listed is important to your theatre's future . .

PARAMOUNT CHARTS THE WAY FOR THE THEATRES OF THE WORLD!

RELEASE STATUS	TITLE	DESCRIPTION	CAST
RELEASE	THE SAD SACK	Army comedy based on famous cartoon character. Produced By Hal Wallis. In VistaVision	JERRY LEWIS, David Wayne, Phyllis Kirk, Peter Lorre
RELEASE	WILD IS THE WIND	Dramatic romance, filmed in Nevada sheep country. Produced By Hal Wallis. In VistaVision	ANNA MAGNANI, ANTHONY QUINN, ANTHONY FRANCIOSA, Dimitra Arliss, Joseph Calleia
RELEASE	HIGH HELL	Adventure action story photographed in the Alps	JOHN OSSES, ELAINE STEWART
RELEASED	DESIRE UNDER THE ELMS	Don Hartman's production of Eugene O'Neill's stage masterpiece in VistaVision	SOPHIA LOREN, ANTHONY PERKINS, BURL IVES
RELEASED	COUNTRY MUSIC HOLIDAY	Musical boomed to nationwide vogue for Country Music	More than a dozen famous Country Music stars plus guest star ZSA ZSA GABOR
RELEASED	TEACHER'S PET	Forward look romantic comedy. Produced By Perlberg-Seaton. In VistaVision	CLARK GABLE, DORIS DAY, Die Young, Mamie Van Doren
RELEASED	ST. LOUIS BLUES	Life of W. C. Handy the daddy of rhythm and blues in VistaVision	NAT KING COLE, BARTHA RITT PEARL BAILEY, CAB CALLOWAY, ELLA FITZGERALD, MAHALIA JACKSON
MAY	MARACAIBO	Act on romance of Venezuela oil country. Filmed in Technicolor and VistaVision	CORNEL WILDE, JEAN WALLACE, Aggie Lana Francis Lassen, Joe E. Brown
	HOT SPELL	Drama of domestic conflict. Produced By Hal Wallis. In VistaVision	SHIRLEY BOOTH, ANTHONY QUINN, SHIRLEY MacLAINE, EARL HOLLIMAN, Eileen Heckart
NE	VERTIGO	Suspense drama produced by Alfred Hitchcock and filmed in Technicolor and VistaVision	JAMES STEWART, KIM NOVAK, BARBARA BEL GEDDES, Tom Helmore, Henry Jones
	ANOTHER TIME, ANOTHER PLACE	Love story photographed in England in authentic locations in VistaVision	LANA TURNER, BARRY SULLIVAN, GLYNIS JOHNS and introducing Sean Connery
NE	SPACE CHILDREN	Science fiction film, set in U.S. missile-launching base	Jackie Coogan as missile scientist supported by cast of outstanding young players
	THE COLOSSUS OF NEW YORK	Science fiction drama with astounding special effects photography	John Baragrey, Mala Powers, Otto Kruger, Robert Hutton, Ross Martin, Charles Herbert

RELEASE STATUS	TITLE	DESCRIPTION	CAST
JULY	KING CREOLE	Musical of New Orleans night spots. Produced By Hal Wallis	ELVIS PRESLEY, Dolores Hart, Carolyn Jones, Dean Jagger
JULY	ROCK-A-BYE BABY	Comedy with songs filmed in Technicolor and VistaVision	JERRY LEWIS, MOSLYN MARWELL, Connie Stevens, Reginald Gardiner, Nancy Conrad and Mel Blanc, Bascolani
COMPLETED	HOUSEBOAT	Romantic comedy set in Washington, D.C. and filmed in Technicolor and VistaVision	CARY GRANT, SOPHIA LOREN, Martha Hyer, Harry Guardino, Eduardo Ciannelli
COMPLETED	THE MATCHMAKER	A comedy about love. Produced by Don Hartman from Thornton Wilder's play. In VistaVision	SHIRLEY BOOTH, ANTHONY PERKINS, SHIRLEY MacLAINE, PAUL BOSD
COMPLETED	THE BLACK ORCHID	Lighthearted romantic drama of a widow and widower's romance in VistaVision	SOPHIA LOREN, ANTHONY QUINN
COMPLETED	THE HOT ANGEL	Action melodrama of today's [illegible] generation	Jackie Loughery, Edward Kemmer, Mason Alan Dinehart
COMPLETED	WHEN HELL BROKE LOOSE	Melodramatic story of American troops in World War II	Charles Bronson, Richard Jaeckel, Violet Rensing
COMPLETED	AS YOUNG AS WE ARE	Romantic drama of teenagers and their love problems	Susan Morrow, Rigas Scott, Major Barrett, Beverly Long, Barry Atwater, [illegible] Ware, Jr.
SHOOTING	SHOWDOWN AT GUN HILL	A major western produced by Hal Wallis in Technicolor and VistaVision	BIBA DOUGLAS, ANTHONY QUINN, EARL HOLLIMAN, Carolyn Jones, Zina Rogers
SHOOTING	THE TEMPEST	Big scale historical drama filmed in Italy and Yugoslavia. Produced By Dino De Laurentiis	VAN HEFLIN, SILVANA MANGANO, HELMUT DANTINE, VIVECA LINDFORS, OSCAR HOMOLKA, AGNES MOOREHEAD, GEORGE SEY, HORNE, VITTORIO GASSMAN
EDITING	THE BUCCANEER	Supervised by Cecil B. DeMille. A new spectacle of the War of 1812 in Technicolor and VistaVision	YUL BRYNNER, CHARLTON HESTON, CHARLES BOYER, CLAIRE BLOOM, INGER STEVENS, E. D. MARSHALL

And All This Profit-Product Is Erected On The Firm Foundation Of

THE BIGGEST GROSSING ATTRACTION OF ALL TIME

CECIL B. DEMILLE'S

PRODUCTION

THE TEN COMMANDMENTS

TECHNICOLOR · VISTAVISION


How to succumb to "VERTIGO".
.....Look long - and longingly - enough at Kim Novak!

Paramount WORLD
Volume 4, Number 9 September, 1958

Special Issue for President Barney Balaban's Affirmation of Paramount Faith in the Film Industry's Future

TRADE MARK OF THE FILM WORLD'S MOST DEPENDABLE PRODUCT SUPPLY.....



SYMBOL OF THE FILM INDUSTRY'S FAITH IN ITS OWN FUTURE.....

EPOCHAL STATEMENT BY PRESIDENT

PARAMOUNT'S FAITH IN THE FUTURE OF THE FILM INDUSTRY STRONGER THAN AT ANY TIME IN HISTORY

FOLLOWING IS THE TEXT OF A STATEMENT MADE BY BARNEY BALABAN, PRESIDENT OF PARAMOUNT PICTURES CORPORATION, TO THE MOTION PICTURE INDUSTRY PRESS IN NEW YORK CITY, AUGUST 26th, 1958.

****

IT IS NEARLY THREE MONTHS since I made my last statement on conditions and developments at Paramount Pictures at our June 3rd annual stockholders meeting.

Much that comes under the heading of progress has happened since then, and a number of my associates have urged me to speak again for the record -- to translate into specifics some of the many motion picture projects we have been busy with.

I need not remind you that today the industry is in its most challenging transitional period -- is undergoing numerous changes. Yet, I can tell you and our exhibitor customers quite frankly that Paramount's faith in the future of this industry is stronger now than it has ever been.

We know that the industry has had its "problem" periods since its inception. The one we have been experiencing of late is perhaps more formidable than any of the others. Nevertheless, it is my firm conviction that our industry will emerge from this one stronger and healthier than it has ever been. Recent months have produced evidence that more than justifies this position. The motion picture never will relinquish its long held place of leadership in the broad sphere of entertainment.

I sincerely believe that today the upswing in the index of our industry's business is at hand. We are on the way to a renaisance that can dwarf all the others we have enjoyed following economic dips. I now urge that every member of this giant of an industry face the future with confidence and relish for the hard work ahead of us. Our new, greater prosperity is by no means "around the corner," and it could remain out of reach if we failed to exercise to the full the business and artistic talents, and merchandising genius that are ours.



Interesting moment during the actual press interview in Paramount's board room. At the left are reporters, listening to an actual statement by Mr. Balaban. At the Paramount president's right is George Weltner; to his left are Adolph Zukor and Paul Raibourn. Packages of three books apiece on the table contain copies of "The Mountain Is Young," "The World of Susie Wong" and "The Counterfeit Traitor."

Paramount is equipped and ready to lend its full force to the upswing -- it is ready and eager for the shoulder-to-shoulder push to greater heights of prosperity and entertainment achievement.

This is how ready we are: we are underwriting our faith in the future of the motion picture business with the biggest single-year inventory of multi-million dollar productions since Paramount Pictures became a separate entity as a motion picture production and distribution organization. I can tell you now that our company's 1959 release schedule, exclusive of THE TEN COMMANDMENTS, will include at least 20 pictures, and hopefully more, in the

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million-dollar-plus category. These pictures will be augmented by a number of smaller-budgeted pictures for which there is a proven world-wide market - a voracious market. But let me hasten to assure you that we are by no means limiting our confidence in the future to the year just ahead. We have been and are planning zealously for the years that follow.

Our production and merchandising organizations have been given unlimited room for wider flexibility of action. No fetters have been imposed on either. We are intent on producing and acquiring product and marketing and mercahdising it to the full advantage of ourselves and our exhibitor customers. We are more active than ever in our search for boxoffice properties, and for important independently made pictures.

To this end I have made many trips to our Studio this year. In fact, I believe I have spent more time in Hollywood in 1958 than in any year in the past. I can now report that these trips have been fruitful and have been climaxed by the finalization of several very important projects during the past weeks. Many others are in their final stages of negotiation and will be announced in due course. Not only were my west coast visits devoted to discussions with Studio executives on plans for acceleration of the Paramount production program, but I also examined and analyzed a group of other outside production projects that have the potential entertainment value qualifying them for inclusion in the Paramount program.

(At this point, Mr. Balaban examined individually all of the picture properties you will find on subsequent pages of this issue.)

The faith in the future of the industry I have expressed on behalf of Paramount and for myself is,I need not remind you, a truly profound one. So deeply do I believe that our industry will attain greater stature and prosperity than it had ever enjoyed, that I have asked George Weltner, Paramount Pictures' vice-president in charge of worl sales, personally to take my message of faith and confidence to the far corners of the United States and the world.

Mr. Weltner will meet with company executives and personnel in all our U.S. and Canadian divisional offices, in the Far East, in Latin America, and in Europe. These are to be enlarged meetings, to include exhibitors, members of the press and other opinion makers, persons whose dedication to the strengthening of the motion picture industry is indispensible.

Our message, including the information that we will support all future productions with promotion of unprecedented proportions in every possible manner, will be carried in turn by local Paramount executives to every by-way of their respective territories.

I should also like to report at this time that Paramount has a number of unusual devices that we are confident will make substantial contributions to the merchandising of our company's product. We know that the exhibitors of the world are alert to the important need at this time for selling and promotion ideas that rise above the standard and routine. They want ideas (see P.5)

A Special Issue

This is a special and rather extraordinary issue of Paramount World. It is dedicated to President Barney Balaban's epochal statement of Paramount's film production plans, the details of that statement, and the carrying of the president's statement to all parts of the world by George Weltner, vice president in charge of world wide sales. All other regular departments of the publication have been suspended for this issue. They will be resumed and coordinated with the October and November issues, which also will carry reports on Mr. Weltner's world meetings.

Affirmation of Faith

AFFIRMATION OF FAITH is a serious point of arrival, whether in a project, an individual life, or a business.

It expresses a wholly sincere conviction of belief in all that shall follow.

It is taken in this spirit by all in the Paramount organization who have been thrilled and heartened by the unequivocal statement of our President's complete faith in the future of the film industry in general and our Paramount company in particular.

In a way it is like getting that precious 'second wind'; or like feeling the security of a vehicle's ratchet brake which locks against a receding movement and assures a forward progression.

Above all, this particular affirmation of faith by Mr. Balaban not only allows us to know where we are, and where we are heading, but our president has implemented his statement by naming and listing, not merely numerically but by actual titles and particulars, the very vital productions that are the instruments of our progress.

He has also wisely called attention to the established fact that we have had periods of great stress before, and that even though we are breasting our way through the present one with the moral support of the finest line-up of solidly made and substantial entertainment films, we still are not around the corner to prosperity yet. He has made very clear that having great films is not enough: there is a partnership participation which has to be consummated, and that until we have sold and distributed and merchandised these great new films to the very limits of our physical resources, we will not have fully discharged our responsibilities.

For there also exists an affirmation of faith on our part as well - an affirmation of the faith that was reposed in us when the enormous responsibility incurred by Mr. Balaban and his immediate executive associates was undertaken with the making of these new films.

We must, and we shall, do our uttermost best with the great responsibility entrusted to us.

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SHOWMANSHIP AND THE MAKING OF MONEY have one big and important factor in common --- hard work. In neither case is there an easy way, a short cut, especially is the end result is to be a lasting one, a thing of permanence. Of course there are times when the elements can be considered favorable. In the showmanship sense this happens to be, when, for instance, the items to which the showmanship is to be applied are productions of the calibre of those you are about to find in this Paramount announcement.

However, there's a reason for this. The pictures herein listed have their own built-in showmanship. They were conceived by showmen, have been produced by showmen, will be sold and distributed by showmen, and their presentation to the world will be aided and guided by skilled showmen.

However, the job doesn't end with a pat announcement. These productions brought forth in an affirmation of faith represent everybody's business.

Everybody is going to have to pitch in and get them to the attention of the most fans in history; get them into the most theatres in history; and have them produce a torrent of returns that can make possible the creation of an endless supply of top calibre showmanship films.

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This month it is four years since Cecil B. DeMille set forth to commence actual filming of "The Ten Commandments" in Egypt and Sinai. It is two years since the great film had its first public exhibition. Yet even today the great potential of this towering motion picture has been barely scratched. We expect our columns to go on reporting the unprecedented achievements of Mr. DeMille's enduring masterwork for more years than most of us will remember.

The product information contained in this issue of Paramount World is intended solely for information purposes, and in no sense is to be considered official advertising for the productions themselves; especially with respect to official billing requirements, the majority of which have not, in any event, been set yet.

Paramount World

Published every month by Paramount Pictures Corporation, 1501 Broadway, New York 36, New York, USA. Issued by and for members of the Paramount organization around the world who believe in the entertainment appeal of their product and in the business future of their company.

- Albert Deane, Editor

Volume 4, Number 9 September, 1958

A Mission of Paramount Importance

BARNEY BALABAN'S AFFIRMATION OF FAITH IN FILM INDUSTRY'S FUTURE IS ENTRUSTED TO GEORGE WELTNER TO BE CARRIED AROUND THE WORLD.

GEORGE WELTNER, whose dynamic sales administration has carried him to the heights of vice-president in charge of world-wide sales, has made many journeys into the far parts of the globe. He has circled the world on other occasions, and has logged more air miles than perhaps 95% of the world's travelling executives.

But never before in his almost 38 years of Paramount service has he undertaken a journey of such paramount importance. And never has he been better armed with the tools that make our business possible.

Beginning with the initial meeting in Toronto, Sept. 25, and continuing through those in New York (29-30) and Los Angeles (Oct. 2-3), Mr. Weltner will be an envoy extraordinary in proclaiming Paramount's affirmation of faith in the future of the motion picture in a pattern of meetings clear around the world.

Mr. Weltner's Trip Schedule

Sept. 25	TORONTO
" 29-30	NEW YORK
Oct. 2-3	LOS ANGELES
" 9-12	TOKYO
" 13-16	HONG KONG
" 16-19	SINGAPORE
" 19-22	BOMBAY
" 23-25	ISTANBUL
" 25-Nov.1	ROME
Nov. 1-5	PARIS
" 5-10	LONDON
" 15	Arr. NEW YORK CITY



Paramount President Barney Balaban entrusts to George Weltner, World-wide Sales Manager, the vital mission of informing Paramount personnel, the world press, and the world's top exhibitors, of Paramount's affirmation of faith in the future of the motion picture. Mr. Weltner carries with him the full details of the greatest program of entertainment pictures ever announced by a single film company.

The basic meeting points are indicated in the schedule on this page. At these places, Mr. Weltner will duplicate in every sense the spirit and substance of the inaugural meeting. All Paramounteers in charge of territorial areas will convene, as will principal exhibitors and outstanding members of the press. A vital section (Turn to Page 31)

BARNEY BALABAN'S AFFIRMATION OF FAITH (Continued from Page 3)

that accept the challenge of the time.

In this connection, by way of illustration let me say that Paramount has undertaken to prepare an elaborate manual presentation of merchandising ideas which will be printed in many languages and distributed to exhibitors throughout the world.

Paramount Pictures believes firmly in the importance of and need for the industry-sponsored "Business-Building Program." Yet, I must qualify this expression of belief. The high objectives of such an effort can only be realized if solidly backed up by product -- good product. On that score, Paramount is delivering!

Although we wish the Business-Building Program a constructive and effective life, this effort of course is not the exclusive responsibility of any single company. However, we at Paramount re-state our determination to continue our intensive activity looking to the production of topflight pictures in our own all-out effort to support the Business-Building Program.

It has been quite some time since you gentlemen and I have met for a conference. We have with us today also a number of other Paramount executives - Adolph Zukor, George Weltner, Paul Raibourn, Jerry Pickman and Russell Holman - and this might be a good time for us to attempt to answer any questions concerning Paramount that you may have had in mind.

Before we begin, however, I would like to call upon Mr. Zukor - who in his 86 years has survived more crises in our industry and the world than he could care to recall - to make any observations he might wish.

(Some of Mr. Zukor's comments are printed on Page 38).

"....The motion picture never will relinquish its long held place of leadership in the broad sphere of entertainment....."
- Barney Balaban

BEGINNING ON THE OPPOSITE PAGE IS THE PRODUCT STORY

AFFIRMING

PARAMOUNT'S FAITH IN THE FUTURE OF THE MOTION PICTURE

THE BUCCANEER

IN HIS BY NOW CELEBRATED statement to the press, Mr. Balaban had this to say of "THE BUCCANEER";

"....Let me read to you portion of a preview report issued by a major motion picture circuit following a public 'sneak' preview:

"A highly commercial picture..cards of the rave variety...This lavish remake of the earlier DeMille picture is superior to the original in cast,story and production values. This new picture is an expansive production in the DeMille tradition which producer Henry Wilcoxon and director Anthony Quinn have tailored more to the public taste."

Quotes from the "Buccaneer" Cards.....

Here are simple statements of fact from the cards turned in by viewers at the previews of "The Buccaneer" at Salt Lake City and Long Beach, California:

....It kept me so enthralled, I didn't even hold my girl's hand....Fabulous! The most fast-moving show for ages....This picture rates with the 10 best of all time....Excellent portrayal of history. Need more like it to appreciate our heritage....An Oscar for Heston.....I'd like to see Brynner in more roles with hair. He is really very handsome with it. I would like to see more movies that are so magnificent.....I have been going to movies since I was five and have seen most of the greatest pictures produced. I can honestly say that this is one of them..... The type of picture you don't like to see come to an end....Am certainly going to see it again when it's released...Wonderful, authentic, wholesome, exciting adventurous entertainment.....Brynner should keep the hair: he was definitely all man.. ....Quinn deserves a dozen Oscars...Great talents of Yul Brynner and Charlton Heston hypnotic.....The two girls - Claire Bloom and Inger Stevens -- were wonderful..... Terrific adventure show. Done in the great DeMille style. Wilcoxon should have a wonderful career as a producer...Positively will see it again when it is regularly released.



BRYNNER, BLOOM and BOYER are three of a quartette of stars who lend box-office stature to this swashbuckling saga of sea, piracy and romance. Completing the stellar quartette is Charlton HESTON (below).



The eyes of Cecil B.DeMille that have guided the making of 70 great Paramount pictures in more than 46 years, were on the making of "THE BUCCANEER" from start to finish.







RIGHT

The heroic dash of the Kilties at the Battle of New Orleans is a spellbinding highlight of "The Buccaneer." The picture abounds in spectacular action throughout.



A MISSION TO COVER THE WORLD

World-wide Sales Manager George Weltner indicates the international scope of his journey by pointing to Tokyo, one of the sales focal spots. With him, reading to the right, are: Jerome Pickman, Hugh Owen, Sidney G. Deneau and James E. Perkins.

PRESENTATION OF PRODUCT WILL BE DELIVERED TO THE INDUSTRY ON A BASIS OF COMPLETE GLOBAL COVERAGE

World-wide Sales Manager George Weltner's mission of carrying President Barney Balaban's product message to the world will in every essence be one of world-wide scope. Nothing quite like it has ever been seen before within our industry. Without going into multitudinous details, here are the essentials:

Mr. Weltner will inaugurate the series of meetings in Toronto, Canada, with General Manager Gordon Lightstone as the local host. Following this meeting, the Canadian managers will depart for their respective branches and proceed to hold local staff meetings, with exhibitors and press present. This,in essence, is the pattern for local meetings.

Next major meeting will be held in New York City, with Eastern Sales Manager Hugh Owen as host. This will be on September 29-30, with of course all top exhibitors present. In the radial pattern, local district meetings will be held in Boston, Philadelphia and Atlanta, and from these points the Division Managers will hold branch meetings in their respective branches.

The same pattern will be applied to the Western area, with Western Sales Manager Sidney G. Deneau hosting the Los Angeles meeting on October 2-3. Then there will be Divisional meetings in Dallas and Chicago, and the Division Managers will carry the messages to the branches in a planned series of branch meetings, with of course all prominent exhibitors present in every instance.

The pattern then will be carried overseas, with focal-point meetings in Tokyo, Hong Kong, Singapore, Bombay, Istanbul, Rome, Paris and London. In the assembling of delegates and representatives, no Paramount area of the world is to be overlooked. Every Paramounteer will have a representative at one of the meetings, and at the earliest possible moment will be informed directly of the Paramount product story. All overseas meetings, and their related sub-meetings, will have exhibitors and influential press representatives present, so that the important development which has inspired this important innovation in the dissemination of good news, will in every way serve the best possible purpose.

LAST TRAIN FROM GUN HILL

KIRK DOUGLAS

ANTHONY QUINN

EARL HOLLIMAN

CAROLYN JONES

and Direction
by
JOHN STURGES





(Above) The Marshal, played by Kirk Douglas, at long last has his prisoner, played by Earl Holliman.

At right

The moment of the crime for which the young man pays with his life - the rape of the marshall's young wife by the son of his lifelong friend.





The world's box-offices still are reverberating to the thumping success of "Gunfight At the O.K. Corrall." Never a man to let success alone, Hal Wallis has lavished even more showmanship on "Last Train From Gun Hill" and has come up with the all-time great dynamic drama of the West.

(We have published the above nostalgic snene from "Gunfight" just to have it as a take-off springboard for "Last Train From Gun Hill.")



LEFT

The toughest, trigger-finger arrest in the long and hair-raising history of the screen. In fact, this Hal Wallis production is the most razor-edge, tense and taut drama of the West in our long and thrill-etched memory.

GREAT AUTHORS ARE SHARING IN PARAMOUNT'S AFFIRMATION OF FAITH IN MOTION PICTURES....

The World's Greatest Story-tellers have added their talents to Paramount's affirmation of faith to make this the film industry's most shining array of entertainment product. Below are a few of these great writers.



DR. HAN SUYIN

Wrote an international success - "Love Is a Many Splendored Thing" - which had an international success as a motion picture.

Her newest book, "The Mountain Is Young," is now destined to become one of the greatest Paramount pictures of all time.



TENNESSEE WILLIAMS

One of the greatest contributors of literary successes to the screen in all the history of motion pictures. His contribution to the present array of Paramount product is "Summer and Smoke." Above he is glimpsed with director Daniel Mann during the making of "The Rose Tattoo."



FOUR of the world's great contemporary novels which are emerging as great contemporary Paramount pictures

****

Co-Starring
SOPHIA LOREN
and
ANTHONY QUINN

A Warm, Tender, Endearing Film of a Love that Vanquished Sad Memories

****





THE BLACK ORCHID

WRONG LOVE MADE HER GLOOMY — Right Love made her gay. That's the dramatic transition that Sophia Loren makes in this passionate drama of a fine woman who almost lost the art of happy living.

World's Best Actress...

At the Venice Film Festival, on September 7th, Sophia Loren was awarded the Volpi Cup as "Best Actress" on the basis of her performance in Paramount's "The Black Orchid. Reporting on the event, General Manager Pilade Levi in Rome cabled New York:

LOREN AWARDED VOLPI CUP FOR BEST ACTRESS PERFORMANCE. PUBLIC REACTION AND ACCLAIM TERRIFIC.





VENICE - Sophia Loren with the celebrated Volpi Cup after having been adjudged the Greatest Actress of all the world's entries, for her brilliant performance in "The Black Orchid."

PRODUCERS and DIRECTORS

Stars and stories of themselves do not make great pictures. There must be practical producers and discerning directors. Paramount has assembled a fine array of both for its new program, as a look below will indicate.



ALFRED HITCHCOCK

Will make a major contribution with "No Bail For the Judge."



CARLO PONTI and MARCELLO GIROSI

(5th and 6th from left) during a conference on "The Black Orchid." They have since completed "That Kind of Woman," and will make "Heller With A Gun," "Blaze of the Sun" and "Two Women," all with Sophia Loren.



DINO DE LAURENTIIS

Has followed "War and Peace" with the magnificent, stirring and spectacular "Tempest" - one of the mightiest pictures ever made anywhere in the world.



HAL WALLIS

- and partner, Joseph Hazen, have a number of great ones in Paramount's new array of product. mount's array of great films. An early one will be Jerry Lewis' "Don't Give Up the Ship." Wallis' "Last Train From Gun Hill" already is completed. He has Tennessee Williams' "Summer and Smoke" in work, also another Jerry Lewis comedy.





WILLIAM PERLBERG and GEORGE SEATON

Co-producers of many rememberable hits will contribute "But Not For Me," "The Rat Race," "Carnet Du Bal," among others.



NORMAN PANAMA and MELVIN FRANK

Their production of "The Trap" is already completed. They are about to begin "Thirteen Sinners," segments of which will be filmed in many parts of the world.

Left

Jurow and Shepherd, with a string of independent hits to their credit, are already in the course of producing The Fabulous Showman, epic picturization of the life and career of the 'Fabulous' P. T. Barnum.



THE TRAP

Starring

RICHARD WIDMARK
TINA LOUISE
EARL HOLLIMAN
LEE J. COBB

Norman Panama and Melvin Frank have expertly teamed Richard Widmark, Lee J. Cobb, Tina Louise and Earl Holliman in this electrifying, tense action drama of an off-beat lawyer whose home town proves to be a hell-hole he didn't bargain for. Panama has directed the taut action-drama.



DEFINITELY ONE OF THE ACE THRILLERS OF THE UPCOMING SEASON

******

THE HANGMAN



ROBERT TAYLOR comes to the Paramount lot before starring in "The Hangman." He will be co-starred with Tina Louise, Lee J. Cobb and Earl Holliman in this Frank Freeman, Jr. Production based on a story by Luke Short.

WORLDWIDE MIGHTINESS OF "THE TEN COMMANDMENTS" CONTINUES UNABATED

****

No announcement of new product could be considered complete without a few words on the current status of the mightiest motion picture ever created. From an avalanche of news and information pouring in from all parts of the world we have selected the representative items on this page. They surely are indicative of the fact that Mr.DeMille's towering production gains still greater stature every day.

NOTE

We have a veritable wealth of "Ten Commandments" news and pictures available for the next several issues. Just be patient!

##########



ROTTERDAM - Masterful display by the Arena Theatre transformed an entire neighborhood, and resulted in really fabulous business for the great Cecil B.DeMille production.



GRAVENHAGE, Netherlands -- Great Metropole Palace of the Tuschinski organization became a mighty symbol of "The Ten Commandments" when the Cecil B. DeMille production opened there to a towering success.



ANTWERP, Belgium - A new all-time record for the Rex Cinema has been achieved by "The Ten Commandments." The magnificent theatre front here shown because nationwide news after the picture opened to outsold results.

Helsinki and Quito...

Two more world capitals have been added as 'triumph spots' on the global map of "The Ten Commandments." They are the capitals of Finland and Ecuador. This is the cable from Helsinki relayed via Paris:

OPENING "TEN COMMANDMENTS" HELSINKI CAN EASILY BE ADDED TO LONG LIST OF TRIUMPHS. EVENING SHOWS FRIDAY SATURDAY SUNDAY SOLD OUT. UNPRECEDENTED VOLUME ADVANCE SALES FORETELLS BIG SUCCESS.

- MICHAUD

***

In Quito, a showing of the great film to His Excellency the President of Ecuador inspired the following cable from him to Mr. DeMille:

I APPRECIATE YOUR KIND TELEGRAM ASKING ME TO PRESIDE AT THE SHOWING OF "THE TEN COMMANDMENTS...I CONGRATULATE YOU SINCERELY. I HAVE ADMIRED THE FORMIDABLE TECHNICAL AND ARTISTIC MERITS OF YOUR PICTURE AND I HAVE APPLAUDED ITS MAGNIFICENT SPIRITUAL BACKGROUND WHICH IS THE REAL VOICE OF ETERNAL TRUTH AND GOOD. IN THIS AGE IN WHICH MANKIND FORGETS THE TABLETS OF THE LAW OF GOD TO VENERATE THE GOLDEN CALF YOU ARE REMINDING THE WORLD OF THE PATH OF TRUE LIBERTY AND OF THE TRUE DIGNITY OF MAN. PLEASE RECEIVE MY BEST WISHES FOR YOUR HAPPINESS.

-Presidente Ponce Enriquez.



SYDNEY, Australia - This page from The Film Weekly shows the wonderful use made here of the special trains to bring patrons into the city. In this case, the Prince Edward Theatre (now in its 29th week) was the benefitting house.

The trade paper story also tells of Catholic groups approaching Paramount for permission to have the film shown to selected groups. This was given. Approval also has been granted by the State's Education Department for the pupils of all schools to see "The Ten Commandments" during school hours. However, Paramount is not taking advantage of this permission to boost the city runs of the film, but will make it available to suburban and country exhibitors for subsequent engagements.

This will give exhibitors (according to the trade paper story), some 4,431 schools and 714,981 pupils as certain admissions, over and above the enormous adult patronage the production will certainly draw.



TEMPEST

A cast of true international importance has brought to spectacular reality in this Dino De Laurentiis production a flashing chapter in 18th Century Russian history. Starred are:

VAN HEFLIN	SILVANA MANGANO
VIVECA LINDFORS	GEOFFREY HORNE
OSCAR HOMOLKA	HELMUT DANTINE
AGNES MOOREHEAD	ROBERT KEITH



VAN HEFLIN'S PERFORMANCE AN ALL-TIME GREAT...SURE OF ACADEMY AWARD ATTENTION



Messrs Barney Balaban (at right) and George Weltner congratulating Dino De Laurentiis on his tremendous courage and vision at the time he commenced production on "Tempest."





GORDON LIGHTSTONE

General Manager of Paramount Film Service of Canada, who will host the meeting in Toronto, first of George Weltner's world wide meetings on the new Paramount product.

ASSOLUTA DECISIONE DI PRODURRE DEI FILM CHE CREERANNO UNA NUOVA E PIU' GRANDE PARAMOUNT

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Questo numero di Paramount World è forse il più importante che abbiate mai letto in quanto esso segna una svolta vitale nella storia della nostra Casa. Infatti esso annunzia a voi, ad al mondo intero, che l'organizzazione Paramount è determinata a pronta a dedicare tutti i propri sforzi alla produzione delle migliori pellicole che siano mai uscita dai suoi studi.

Il nostro presidente Barney Balaban ha chiaramente espresso questa determinazione in una sua dichiarazione riguardo ai futuri piani e propositi della Paramount. In tale dichiarazione, egli ha non solo asserito fermamente e inequivocabilmente che il fine precipuo e fondamentale della Casa Paramount è quello di produrre una continua serie di grandi pellicole per i cinematografi del mondo, ma ha anche corroborato le sue affermazioni nominando gli attuali film in via di realizzazione e quelli di prossima lavorazione. Ha inoltre tenuto a mettere in chiaro che questo programma non verrà limitato ad un solo anno, nè a due, ma durerà per anni ed anni a venire.

E a rafforzare tali proponimenti ed impartire agli stessi un carattere più diretto e personale, Mr. Baleban ha delegato Mr. George Weltner a farsi interprete del suo messaggio portandolo personalmente a tutti i nostri uffici del mondo. La partenza di Mr. Weltner de Nuova York è fissata per il 28 Settembre, sicchè molti di voi non solo leggeranno il messaggio di Mr. Balaban nelle pagine di questo numero, ma anche lo sentiranno delle viva voce di Mr. Weltner. Così saprete con assoluta certezza che l'organizzazione Paramount è decisa a dedicarsi unicamente alla produzione dei migliori spettacoli cinematografici del mondo.

GEORGE WELTNER SERA PORTADOR DE IMPORTANTE MENSAJE DE Mr. BALABAN

Este número de Paramount World es indudablemente el más importante que ha llegado a manos del paramountista, pues señala un hito trascendente en la historia de nuestra Compañía que advierte al paramountista y a todo el mundo, que se interesa por la cinematografía en general, que la Paramount está dispuesta, con inquebrantable determinación, a producir las mejores películas que jamás hayan salido de su estudio.

Nuestro presidente Mr. Barney Balaban expresa esta determinación en su declaración acerca de los futuros planes y propósitos de la Paramount. En su declaración, Mr. Balaban ratifica el propósito de la Compañía de continuar produciendo las mejores películas para los teatros del mundo. Y no sólo ratifica este propósito, sino que menciona las películas en vías de realización y aquellas que están en plan de producción. Además, Mr. Balaban declara que este propósito no se limita a un año, ni a dos, sino que se extiende a los años por venir.

Para impartir mayor firmeza a esta declaración y darle un carácter de mayor intimidad, Mr. Balaban ha delegado al señor George Weltner para que personalmente transmita este importante mensaje a los paramountistas alrededor del mundo. La fecha de salida de Mr. Weltner de Nueva York está fijada para el 28 de setiembre. De esta manera los paramountistas tendrán oportunidad, no sólo de leer la declaración de Mr. Balaban en estas páginas, sino que también podrán escucharla en todos sus detalles de labios de Mr. Weltner. Repetimos una vez más que Paramount está determinada, como único propósito, a producir las mejores películas que en el mundo se exhiban.

PARAMOUNT MOT EN NY STORHETSTID

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Detta nummer av Paramount World, kanske det allra viktigaste ni någonsin tagit del av, markerar en betydelsefull vändpunkt i vårt bolage historia. Dese innehåll gör nämligen klart, eäväl för er eom för världen i övrigt, att Paramount satt till alla resurear för att få fram en topp-produktion, den abeolut bästa i deee hietoria.

Preeident Barney Balaban tillkännager i klara och tydliga ordalag den nya givena mål och medel. Han inte bara underatryker med skärpa, att Paramounte företa och främeta syfte är att fortsätta att göra etora filmer för världene alla biografer, han ger också tyngd åt sitt uttalande genom att räkna upp alla de nyheter vi har att förvän-

(Turn to Page 28)

Matchless "Matchmaker"

"The Matchmaker," Paramount's joyous comedy co-starring Shirley Booth and Anthony Perkins, goes for its 8th week at the Little Carnegie Theatre in New York as we go to press.

The Carnegie's capacity business has continued unabated, and the production of the late Don Hartman has proven to be one of the most successful films ever to play the noted New York cinema.

Just another instance of Paramount success in Nineteen Fiftyeight.

GEISHA BOY IS BY ALL ODDS THE FUNNIEST, FINEST AND MOST HUMAN COMEDY JERRY LEWIS HAS MADE IN HIS DISTINGUISHED FUNMAKING CAREER.



You'll laugh with

JERRY LEWIS
MARIE McDONALD
SESSUE HAYAKAWA
NOBU ATSUMI McCARTHY
BARTON MacLANE
SUZANNE PLESHETTE
and the
LOS ANGELES DODGERS

GEISHA BOY





".....Paramount has a number of unusual devices that we are confident will make substantial contributions to the merchandising of our company's product. We know that the exhibitors of the world are alert to the important need at this time for selling and promotion ideas that rise above the standard and routine. They want ideas that accept the challenge of the time. In this connection, by way of illustration let me say that Paramount has undertaken to prepare an elaborate manual presentation of merchandising ideas which will be printed in many languages and distributed to exhibitors throughout the world. - Barney Balaban

Carrying the Word Forward

* *

Following the meeting in Toronto, Canada, where the pattern was set for carrying Mr. Balaban's message right down the line to every Paramounteer, meetings were scheduled for New York and Los Angeles, and in a chain right around the globe...



HUGH OWEN

Vice President of Paramount Film Distributing Company, and Eastern Sales Manager, will host the New York City meeting at which Mr. Weltner will deliver Mr. Balaban's production statement on Paramount's faith in the industry's future.



SIDNEY G. DENEAU

Western Sales Manager, who will host the Los Angeles meeting at which Mr. Weltner will impart Mr. Balaban's message on Paramount's faith in the industry's future.

AEUSSERSTE KONZENTRATION AUF DIE HERSTELLUNG VON FILMEN SCHAFFT EIN NEUES UND GROESSERES PARAMOUNT

* * * * * * * * * * * * * * * * *

Die vorliegende Ausgabe der Paramount World ist vielleicht die wichtigste, die Sie je gelesen haben. Sie stellt einen Wendepunkt in der Geschichte unserer Firma dar. Sie gibt Ihnen und der Welt bekannt, dass Paramount sich ausschliesslich und von ganzem Herzen der Herstellung der besten Filme seit Bestehen der Gesellschaft widmet.

Praesident Barney Balaban stellt diese Tatsache ganz klar in seiner Erklaerung heraus. Er hebt darin nicht nur besonders und eindeutig hervor, dass der Sinn der Paramountorganisation nicht allein darin besteht, fortlaufend grosse Filme fuer die Filmtheater in der ganzen Welt herzustellen, sondern er erhaertet seine Erklaerung durch die Namhaftmachung einiger Filme, die zurzeit in Bearbeitung sind und anderer, die in Kuerze in Angriff genommen werden sollen. Er betont ferner, dass es sich hier nicht um Richtlinien handelt, die nur fuer ein oder fuer zwei Jahre Gueltigkeit haben, sondern vielmehr um Geschaeftsprinzipien, die fuer die Zukunft gelten sollen.

Und als einen weiteren Schritt, der gleichzeitig dazu dienen soll, die neuen Prinzipien in einer hoechst wuenschenswerten und persoenlichen Weise "Gestalt" werden zu lassen, hat Mr. Balaban Mr. George Weltner dazu berufen, diese Botschaft persoenlich um die Welt zu tragen. Mr. Weltners Abreise ist fuer den 28. September ab New York vorgesehen, so dass viele von Ihnen Mr. Balabans Erklaerung nicht nur in dieser Ausgabe lesen, sondern sie persoenlich von Mr. Weltner hoeren koennen. Es besteht daher keine Frage, dass Sie davon unterrichtet werden, dass Paramount als Organisation sich der Aufgabe - und nur ihr allein - widmet, die besten Filme der Welt herzustellen.

INTENSIEVE CONCENTRATIE OP DE PRODUCTIE VAN FILMS DIE EEN NIEUW EN GROTER PARAMOUNT ZULLEN CREEREN.

* * * * * * * * * * * * * * * * *

Dit nummer van Paramount World is zeer waarschijnlijk de belangrijkste aflevering, die U ooit gelezen heeft. Het kenmerkt een vitaal keerpunt in de geschiedenis van onze maatschappij. Het kondigt U, alsmede de gehele wereld aan, dat de Paramount organisatie zich volledig, uitsluitend en oprecht zal wijden aan het vervaardigen van de beste films in zijn gehele historie.

President Barney Balaban maakt dit feit kristal helder in zijn uiteenzetting van de richtlijnen en doeleinden. Hij verklaart niet alleen nadrukkelijk en onmiskenbaar dat het voornaamste grondbeginsel van de Paramount maatschappij is het vervaardigen van een onafgebroken reeks grote films voor de theaters over de gehele wereld, doch hij vult deze verklaring aan met het noemen van de films, die thans in productie zijn en die, welke binnenkort vervaardigd zullen worden. Bovendien stelt hij zeer duidelijk, dat dit niet slechts een beleid voor een jaar of twee jaar is, doch een gedragslijn, die tot in de verre toekomst gehandhaafd zal blijven.

En als een volgende stap, een die zal dienen om dit hele beleid te "beschaven" in een zeer wenselijke, en persoonlijke, vorm, heeft Mr. Balaban de Heer George Weltner afgevaardigd om persoonlijk deze boodschap de wereld door te dragen. Mr. Weltner vertrekt op 28 September uit New York, zodat velen van U niet alleen Mr. Balaban's boodschap op de pagina's van dit nummer zullen lezen, doch deze ook uit de mond van Mr. Weltner zullen vernemen. Zodoende zult U, boven alle twijfel verheven, weten dat Paramount, als een organisatie, zichzelf thans opgedragen heeft 's werelds beste ononderbroken reeks top-entertainment te vervaardigen -- en dat is haar enige doel.

IN EVERY LANGUAGE IN THE FREE WORLD -----
PARAMOUNT'S AFFIRMATION OF FAITH

HOUSEBOAT





Billboard, the show-biz newspaper that can be a real 'toughie' when it comes to critiques, headed its review of "Houseboat" with these words: "'Houseboat' Floats on Sea Of Laughs, Loren and Music." It continued with this important comment:

"Cary Grant and Sophia Loren whirl thru this light comedy in high style and in so doing succeed in disproving the old showbiz adage 'It's murder to work with children.' Actually three kids, Mimi Gibson, Paul Petersen and Charles Herbert, add much to the proceedings." (They are shown above with Cary Grant).

The review ends on this note: "It's a highly enjoyable film with good music, yocks and Loren to gaze upon. What more can a guy want?"

One of the best things about "HOUSEBOAT" is that there really is a houseboat. And the things that happen aboard this homely old craft make for the best fun bounced off a movie screen in more months than you can easily remember.

Chief 'bouncers' of this fun are CARY GRANT, SOPHIA LOREN and MARTHA HYER.

Cary is an old hand at funmaking and joy-giving, but this is Sophia's first real fling at hilarity, and she comes through right merrily.

Nothing strikes a more optimistic note for the future with greater zinggg! than does this happiness-filled "HOUSEBOAT."

BELOW (right) This scene involving Cary Grant and Sophia Loren, is in Technicolor, in Vista-Vision, and intense.....



Having quoted Billboard above, here's a nice assist from Variety:

The voyage of "Houseboat" is one to a nearly extinct era in motion pictures when screens and hearts bubbled over with the warmth of original family humor. Wholly new and superbly lensed, it is, by all means, a welcome return trip, captained by Cary Grant who will have little trouble guiding the Paramount film to a welcome return at the boxoffice....

SOME OF THE SCREEN'S TOP STARS PARTICIPATING IN PARAMOUNT'S AFFIRMATION OF FAITH

These are not all the stars in the Paramount product story. More will be added from day to day even while we are in the press. But enough are here to satisfy any exhibitor, anywhere.



SOPHIA LOREN
-contributes Six (6). "HOUSEBOAT," "THE BLACK ORCHID", "THAT KIND OF WOMAN,""TWO WOMEN," "HELLER WITH A GUN,""BLAZE OF SUN."



SILVANA MANGANO
- star of a host of triumphs, now at her glittering best in the mighty Dino De Laurentiis spectacle, "TEMPEST."



RICHARD WIDMARK
- who gives another of his dynamic and unforgettable performances in the tense,tornadic,terrific thriller,"THE TRAP."



CLARK GABLE
- his "Teacher's Pet" an international favorite,he will win new laurels in "BUT NOT FOR ME."



DANNY KAYE
- he'll really strike a new note in a story that's definitely 'different,' "THE FIVE PENNIES."



VAN HEFLIN
- an actor's actor of the highest calibre, in the apex performance of his career, his characterization in "TEMPEST."

The fact that several of the productions in this product line-up yet have to be cast is an index to the fact that the stellar line-up on the two pages here shown will be multiplied in the next few months.



.ON BRANDO
- brings his renowned
.stry and world appeal to
mount in the highly excit-
"GUNS UP!"



BRYNNER and
IRE BLOOM
- as they appear in the
ry Wilcoxon production of
E BUCCANEER."



HAYWARD
- gay, glamorous
assionate as the centre of
and fury in "THUNDER IN
UN."



JERRY LEWIS
- whose contributions to Paramount's affirmation of faith in the future include "GEISHA BOY" and "DON'T GIVE UP THE SHIP."



JEFF CHANDLER
- as a man of great singleness of purpose in the spectacular and thrilling "THUNDER IN THE SUN."



CARY GRANT and
SOPHIA LOREN
- seen as they charm the whole wide world in the gay and lively "HOUSEBOAT".



ROBERT TAYLOR
- who will star with Tina Louise in the Y. Frank Freeman production of "THE HANGMAN."



CHARLES BOYER
- international favorite, he gives undoubtedly his top performance in the exciting romance, "THE BUCCANEER."



KIRK DOUGLAS
- will be long remembered for his magnificent role as the sheriff in Hal Wallis' "THE LAST TRAIN FROM GUN HILL."

THE EXHIBITORS - SINEWS OF THE INDUSTRY - LAUD COURAGE OF BARNEY BALABAN

EXHIBITORS EVERYWHERE HAVE RAISED THEIR VOICES IN PRAISE AND THANKS

IMMEDIATELY FOLLOWING UPON MR. BALABAN'S STATEMENT TO THE PRESS OF THE NATION, FORTHRIGHT EXHIBITORS EVERYWHERE VOICED THEIR PRAISE AND THEIR THANKS TO PARAMOUNT'S PRESIDENT. BY WIRE, BY LETTER AND BY PHONE (and by many personal visits), THEIR SENTIMENTS POURED INTO PARAMOUNT HEADQUARTERS IN NEW YORK. WHAT WE GIVE YOU BELOW REPRESENTS BUT A MINISCULE SEGMENT OF THE CONGRATULATORY BARRAGE:

EDWARD L. HYMAN voiced the sentiments of ABC-Paramount Theatres when he wired: "Your statement to the press concerning the future plans of Paramount Pictures was wonderful news. The production and release program you mapped out must encourage even the most disheartened, since it is not only concrete evidence of your faith and confidence in the future of our industry, but also permits us to look forward to more of the wonderful quality product we have become accustomed to from Paramount Pictures. You are entitled to, and I am certain you will have, the commendation and applause of all in our industry."....From Boston, over the signature of MARTIN J. MULLIN, this wire: "May I, on behalf of the Allied Theatres of New England, composed of 200 outstanding theatres here in New England, convey our thanks for your statement. This is a reaffirmation of faith and confidence in our industry for which we all thank you."..... From Texas, over the signature of KYLE ROREX: "Exhibitors of Texas are indeed pleased with your statement and pledge their cooperation to substantiate your faith in our great industry."..... HAROLD H. BROWN, speaking for United Detroit Theatres Corp., wired: "Congratulations to you and Paramount on your great forward step in announcing your 1959 production schedule. We share your confidence in the future of this business. We at United Detroit will do everything possible to make 1959 the big year for both your company and ours."..... J. MYER SCHINE wrote to Mr. Balaban from Gloversville saying, in part: "...It is most encouraging at this time to know that your company has such boundless confidence in the future of this industry that you are backing up your convictions with this ambitious schedule. As far as our circuit is concerned, your expression of faith in this business came at a most propitious time, since just a month ago we held a circuit meeting. At that meeting we tried to instill in the minds of our managers that there was a bright future in store for everyone who had faith in the industry and was willing to put greater effort into his job. I feel that your company is now backing up our predictions by releasing product that gives added incentive and stimulation to our organization, as well as to the industry as a whole. Please be assured of our whole-hearted cooperation and assistance...." .....WALTER READE, Jr."..I need not tell you how delighted we are that you feel as we do, and wish to assure you of outstanding playing time in outstanding theatres, and that they are presented with outstanding showmanship so that we can give you outstanding grosses....." .....From COMMONWEALTH THEATRES OF KANSAS CITY, (sgd) RICHARD OREAR, this message: "...The announcement of Paramount's intention to produce more pictures, and the announcement of high budget pictures, is most reassuring. Now as never before, the people of our industry need encouraging words from its leaders. Please accept our heartfelt thanks for this expression of faith in the future of our business...." From RINZLER AND FRISCH, of Randforce, Brooklyn, this message: "All of us here at Randforce were thrilled and delighted with your announcement. In these troubled times the message of faith and optimism is both encouraging and inspirational. With leadership of such calibre, the industry will certainly go forward to solve its many problems. Congratulations for a continued flow of good product..."

".....I now urge that every member of this giant of an industry face the future with confidence and relish for the hard work ahead of us. Our new, greater prosperity is by no means 'around the corner,' and it could remain out of reach if we failed to exercise to the full the business and artistic talents, and merchandising genius that are ours.

- Barney Balaban

GUNS UP!

Marlon Brando's FIRST for Paramount!!!

GUNS UP!





KARL MALDEN



Marlon Brando, whose extraordinary acting skill has found many screen outlets and brought him many honors, turns now to a Western.

It is "Guns Up!" and its electrifying title is just what Brando's talents need in this internationally popular field of entertainment.

Karl Malden, who was with Brando in both "Streetcar Named Desire" and "On the Waterfront," is also in "Guns Up!"

Picture will be directed by Stanley Kubrick, and produced by Pennebaker, Inc., Brando's own organization.

THE FILM INDUSTRY PRESS HAS WHOLE-HEARTEDLY ENDORSED BARNEY BALABAN'S VISION AND COURAGE

Paramount's New Plans

Those are encouraging words coming from Barney Balaban as regards Paramount tion plans for 1958-59, setting forth a release program that includes not o stantial increase in high-budgeted pict some 20, but also in recognition of t value of smaller-scale productions.

Mr. Balaban is optimistic on o indicating that another renaissance picture is in the offing and that i will loom into a most prosperous industry. It can use it, to be sure.

Reliance on big pictures alone and their distribution syst ably may already have thing." To keep theatres with producer-distribut ate profit thereby—is b a wide variety of prod of varying type and succeeded through its going to continue tha quality *and* quantity plus values and adva

Balaban Sees Great Future

Para. to Go to Top Budget Fi

Has 14 This Year; 1959 Pr To Include Smaller Budget

(Picture on Page 6)

industry. B

was Arthur Manella, (Continued on Page 8)

John Saxon will star in "To (Continued on Page 4)

After 'Agonizing Reappraisal' Balaban Bullish On Pix Futu

New York, Aug. 26. — Barney Balaban uttered the most encour words for the picture business heard from the Paramount pre (who has a reputation for conservatism) in years.

"We're beginning to see the light," said Balaban, on the ba experience and specifically "the errors we have made." specific, in Paramount's case, was the production of "Fear Strik Out," which was brought cost of around \$500,000 cho ceive thos

(Continued on Page

Assistant Dis- S. Morgan, executive (Continued on Page 15)

PARA 1959 RELEASE SCHED GGEST IN MORE THA 5

unt Pictures' 195 dollar-plus

Television has developed A. It is not the industry that

Film Industry's Future Is Rosy, Executives S

By M. Jay Racusin

Barney Balaban, president of Paramount Pictures Corp., and Adolph Zukor, chairman of the board, painted a ... yesterday of it ... motion

(Continued on page 56)

Balaban Showmanship

(Continued from page 1)

SCHE ORE THAN 5

Sun," Perlberg-Seat ," Ponti-Girosi's

(Continued on page 34)

Films' Future In Theatres: Barney Balaban

By GENE ARNEEL

Noting that theatrical film grosses "have been pretty fair" of late, Barney Balaban, the president of Paramount Pictures declared:

"I sincerely believe that today the upswing in the index of industry's business is at hand. We are on our way to a renaissance that can dwarf all the others we have enjoyed following economic dips. I now urge that every member of this giant of an industry face the future with confidence and relish for the hard work ahead of us. Our new, greater prosperity is by no means around the corner, and it could remain out of reach if we failed to exercise to the full the business and artistic talents and merchandising genius that are ours."

The Paramount chief sat back, relaxed, in h New York office and uttered these and other en couraging words. Coming from a veteran with reputation for conservatism, he was in effect, sayin the industry's "transitional period" vis-a-vis vide

(Continued on page 18)

EDITORIAL

Motion Pictures Are Business of Para.

By Sherwin Kane

PERHAPS the most significant news to come out of Barney Balaban's press conference, reported in these columns yesterday, was the Paramount president's unqualified assertion that motion picture production and distribution is and will continue to be the company's main business.

None of its corporate diversification of recent years was undertaken with the thought that it would supplant motion pictures as the mainstay of Paramount, he told his questioners, and even in the liquidation of what were considered to be non-profitable assets, the company turned the cash realized into channels which strengthened its cash position.

By doing so, it improved its position as a motion picture producer.

•

Months back, when Paramount disposed of its British theatre leaseholds, its newsreel operation, its New York laboratory, its pre-1948 film library, and other assets deemed unprofitable or non-productive, many in the trade inclined to the belief that Paramount was definitely committed to a policy under which motion pictures would have a position of secondary importance.

They cited the company's diversification, its enthusiasm for its International Telemeter interest, its numerically reduced production schedules.

Balaban's statements of Tuesday removed all grounds for such fears and speculation.

•

It is Paramount's strengthened cash position, referred to above, which has made possible the increased production of top-quality films which Balaban announced for 1959. It will be the largest number of multi-million dollar productions Paramount has released in any year since its 1950 divorcement from its theatres.

And the company's planning goes well beyond 1959. "We have momentum now," Balaban said, "and we intend to keep on going forward."

So confident is he of the future, that he predicts unmatched years of prosperity lie ahead, not only for his company but for the entire industry. He is expressing that confidence in the most convincing way a man can—by acting in keeping with it.

THAT KIND OF WOMAN



This is the story of a woman of many loves who hardly knew how to handle the real thing when it came along. Picture was filmed in its entirety against the colorful background of New York City.

Starred are SOPHIA LOREN, TAB HUNTER, GEORGE SANDERS, KEENAN WYNN and BARBARA NICHOLS.



NEW YORK CITY HAS NEVER PROVIDED A MORE GLORIOUS BACKGROUND (AND IN COLOR) THAN IN THIS GAY ROMANCE





JEROME PICKMAN

Vice-president of Paramount Film Distributing Corp., and director of Paramount's advertising, publicity and exploitation departments, will play a major role in merchandising the new Paramount product and in maintaining throughout the industry the full force of showmanship.**********

"....Our production and merchandising organizations have been given unlimited room for wider flexibility of action. No fetters have been imposed on either. We are intent on producing and acquiring product and marketing and merchandising it to the full advantage of ourselves and our exhibitor customers. We are more active than ever in our search for boxoffice properties,and for important independently made pictures....."

- Barney Balaban

Paramount Policy on Showmanship.....

....AS INDICATED IN KEYNOTE SALES PRESENTATION ADDRESS BY WORLD-WIDE SALES MANAGER GEORGE WELTNER

@@@@@

"....Paramount can be counted on for outstanding merchandising with particular emphasis on pre-selling. The company's approach to merchandising will be all-encompassing ---- attractions from Paramount will be backed up with momentum, with manpower, and with money. Paramount merchandising efforts will be demonstrated specifically and tangibly in support of each and every one of this company's million dollar-plus productions....."

THUNDER IN THE SUN



Action romance of the great cavalcade across the nation to take the grape industry to California. Told in the time when a package of young vines was much more precious than a human life. But romance and passion fought their battles just the same.

Starred are SUSAN HAYWARD, JEFF CHANDLER and JACQUES BERGERAC.

We want one studio wire in this product announcement, and this is it:

WE ARE GETTING A VERY BIG PICTURE IN THIS SUSAN HAYWARD-JEFF CHANDLER STARRER. AFTER VISITING LOCATION I NEVER THOUGHT THEY COULD CATCH ON FILM THE MAGNIFICENCE OF THE GREAT WESTERN PLAINS, THE GRUELLING DESERT AND THE RAW MOUNTAINOUS VIRGIN FOREST COUNTRY. BUT AFTER SEEING ONE HOUR OF BREATHTAKING TECHNICOLOR FOOTAGE, AM DELIGHTED TO REPORT THAT THEY COMPLETELY CAPTURED THESE SURROUNDINGS. SUSAN HAYWARD HAS NEVER BEEN MORE ALLURING AND IS MAGNIFICENT OPPOSITE JEFF CHANDLER, WHO IS GIVING A GREAT AND RUGGED PERFORMANCE. ONE OF THE HIGHLIGHTS WILL BE A MOST UNUSUAL HAND-TO-HAND STRUGGLE BETWEEN A BAND OF INDIANS AND THE BASQUE SETTLERS AGAINST THE BACKDROP OF RAGING WATERFALLS AND RAPIDS AND TOWERING ROCKY PEAKS. THIS UNIQUE FIGHT IS PUNCTUATED BY THE MOST EERIE BATTLE CRY, CERTAIN TO BE PICKED UP BY EVERY KID WHO HEARS IT. ADD TO THIS THE PERSONALITY OF JACQUES BERGERAC, WHO IS GIVING THE PERFORMANCE OF HIS CAREER. "THUNDER IN THE SUN" IS A BIG, LUSH SWEEPING ADVENTURE WITH A GREAT INTIMATE LOVE STORY AND OUTDOOR BRILLIANCE REMINISCENT OF "SHANE."





THE FABULOUS SHOWMAN



Pictured here are co-producers Martin Jurow and Richard Shepherd completing the production details on their filming of "The Fabulous Showman" (The P.T.Barnum Story). Note that they already have a completed script.

The story of Phineas T. Barnum is the story of Show Business -- and what better time than now for telling it.

One of many things that you can be certain about in this project is that the film will be told through the medium of a completely showmanship cast of stars and featured players.

CARNET DU BAL

As told through tne medium of a Continental film several years ago, this theme is a completely fascinating one. Skilled producers William Perlberg and George Seaton will make an American version of Julien Duvivier's fine production that will thrill all adult picturegoers.



"His son has cost him everything he has ever achieved in his life --- and now the son is dead!" Anthony Quinn and Earl Holliman in a dramatic scene from the Hal Wallis production, "Last Train From Gun Hill." The great film also co-stars Kirk Douglas and Carolyn Jones.



VENICE - Sophia Loren proudly holds aloft the Volpi Cup, won by her performance in "The Black Orchid" as she leaves the Cinema Palace of the Venice Film Festival.



VENICE - Sophia Loren, arriving at Treviso Airport for the Film Festival (at which she won the Volpi Cup as best actress in all the world entries), is welcomed by John B. Nathan, General Manager for Paramount in Continental Europe.

精魂を傾ける劃期的な製作計画 新しくそしてより偉大なパ社の建設へ

パラマウントワールドの本号は恐らく創刊以来の最も大事な号といえるであろう。パ社の歴史にあつて最も大切な転換期を迎え、パ社は本誌を通じて諸賢及び全世界に対してパラマウントはその精魂を傾け、全力をあげてパ社の歴史始つて以来最高の映画作品の製作に当ることを発表することになつたのである。

バラバン社長パ社の方針を闡明

このパラマウントの方針は政策と目的を明らかにするバーニー・バラバン社長の声明の中で明確にされた。バラバン社長はパ社の最高且つ基本目的は全世界の映画劇場のために大作を継続することを力強く且つ明確に述べている許りでなく、現在製作中及びこれから製作を開始する作品を列挙し、更に進んでパ社のこの方針は此処一、二年だけの方針ではなく、今後何年間にも亘つて押し進められる方針であることを明らかにしている。

ウエルトナー氏を派遣

尚一歩を進めてこの方針に最も理想的且つ直接の方法で「人間性を与える」ためバラバン社長はジョージ・ウエルトナー氏を派遣し、同氏の手によつて直接このメッセージを全世界に伝えることになつた。ウエルトナー氏はニューヨークを九月二十八日に出発の予定で諸賢の多くは本誌によつてバラバン社長のメッセージを読む許りでなく、ウェルトナー氏自身の口から直接それを聞くことが出来るであろう。そして今やパラマウントはその全機能を挙げて世界最高且つ最良の映画の変りなき提供を唯一つの目的として全努力を傾けることを明確に知るであろう。

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PARAMOUNT MOT EN NY STORHETSTID

(From Page 16)

ta, filmer under inspelning och sådana som kommer. Samtidigt är Mr. Balaban angelägen framhålla, att detta inte är en linje som Paramount kommer att följa under ett eller ett par år, det är ett program på lång sikt.

Som ett första steg på den nya vägen har Mr. Balaban uppdragit åt Mr. George Weltner att personligen och om man så får säga i mera konkret form föra det nya programmets talan. Den 28 september avreser Mr. Weltner från New York på sin jordenruntresa, varför många av er, som i Paramount World läser Mr. Balabans uttalande, också får höra de stora nyheterna från Mr. Weltner personligen. Ett är säkert, ni blir på det klara med att Paramount, som organisation betraktat, kan presentera världens bästa underhållning - och märk väl, bara den allra bästa.

LES EFFORTS DE PARAMOUNT SE CONCENTRENT AVEC ARDEUR SUR LA PRODUCTION DE FILMS QUI EN FERONT UNE SOCIETE JEUNE ET GRANDE.....

Ce numéro de Paramount World est probablement l'un des plus importants que vous ayez jamais lus. Il marque un tournant décisif dans l'histoire de notre Société. Il vous annonce, à vous en particulier, et au monde en général, que l'organisation Paramount est entièrement et exclusivement consacrée à la production des plus beaux spectacles cinématographiques depuis la naissance de cette industrie.

Le Président Barney Balaban a énoncé avec une grande clarté la politique et les buts de la compagnie. Non seulement il déclare avec insistance et sans contestation possible que le but essentiel et fondamental de Paramount consiste à produire une série de grands films pour les cinémas du monde mais il donne également la liste des films actuellement en cours de tournage et de ceux qui sont en préparation. En outre, il a ajouté que cette politique n'est limitée ni à l'année prochaine ni aux années qui vont suivre immédiatement, mais qu'elle s'étendra sur une très longue période.

Et, pour marquer sa position d'une manière encore plus nette et pour, en quelque sorte "humaniser" davantage la politique de la Société tout entière, Mr. Balaban a délégué Mr. George Weltner, pour porter son message personnel à travers le monde. Mr. Weltner quittera New-York le 28 Septembre, ei bien que beaucoup d'entre vous, non seulement liront le message de Mr. Balaban dans ce numéro, mais l'entendront de la bouche même de Mr. Weltner. Ainsi vous saurez avec certitude que Paramount, en tant qu'organisation, est consacrée à la production des meilleurs films du monde et que seul l'accomplissement de cette tâche lui importe.

BUT NOT FOR ME



Gable and Seaton

Producers William Perlberg and George Seaton have linked CLARK GABLE, CARROLL BAKER, LILLI PALMER and LEE J. COBB in a fascinating comedy about a Broadway producer.

They have also given their production the valuable directorial services of Walter Lang, who has, among other fine productions, the direction of "The King and I" to his credit.



CAREER

This Hal Wallis production is based on the James Lee off-Broadway play of 1957. It concerns a man obsessed by ambition to be a great acting success and what happens to him and those around him who are drawn into the battle.



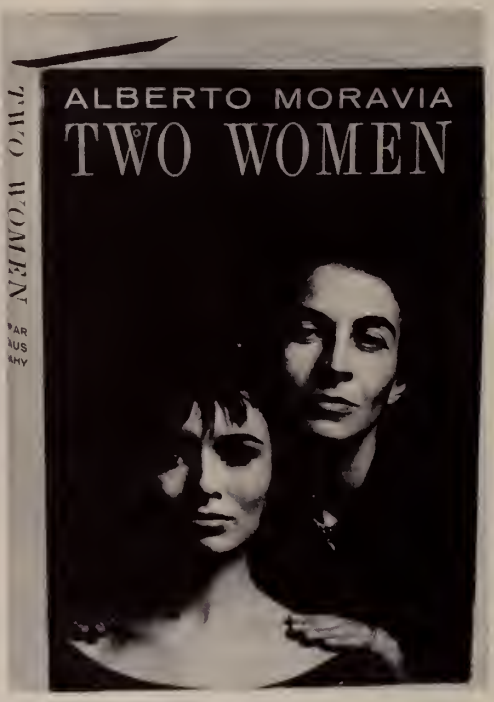
"....I need not remind you that today the industry is in its most challenging transitional period - is undergoing numerous changes. Yet, I can tell you and our exhibitor customers quite frankly that Paramount's faith in the future of this industry is stronger now than it has ever been...."

Barney Balaban to industry trade press, August 26,1958



TWO WOMEN

Starring SOPHIA LOREN, and another great actress shortly to be named, this Ponti-Girosi picture will be filmed in Italy in the next few months, with George Cukor directing. Based on Alberto Moravia's novel, it tells of a mother and daughter forced to leave Rome during the war to seek food and safety in the mountains. Both suffer great hardship and make big sacrifices.



VAHÉ KATCHA

As you can see from the cover of the book, this stems from a French novel of striking importance. It is the story of three American soldiers off the Korean coast faced with the problem of whether or not to kill their Communist prisoner.



The Book
Thrilled France....

The Film Will
Thrill the World...

The Cast Will Make
Box-Offices Happy
Everywhere!

GETTING THE PARAMOUNT MESSAGE ACROSS WITH PUNCH, POWER AND P E R M A N E N C E.....

.....

George Weltner's transmittal of President Barney Balaban's affirmation of faith in the motion picture to the world will not be a one-shot matter. The message will be given personally by Mr. Weltner in each and every one of the world capitals listed on Page 5 of this issue. But, more than this, it will be carried to every Paramounteer everywhere in the world; and not in part, or in sections, but in precisely the same form, and text, as delivered by Paramount's world-wide sales manager.

In other words, the presentation has been developed in a permanent form. The text is identical with Mr. Weltner's, and the punchy high-spots are in slide form so that they can be projected before the audience in a manner which will retain them in memory. In this way, audiences will be made aware of the fact, as proclaimed by Mr. Balaban, that "WE ARE UNDERWRITING OUR FAITH WITH MULTI-MILLION DOLLAR PRODUCTIONS!" Also, that "PARAMOUNT'S BASIC BUSINESS IS TO MAKE PROFIT PICTURES FOR THEATRES." There are many such statements in the presentation, all with point, and all calculated to make Mr. Weltner's presentation an epochal event in motion picture history the world over.

A Mission of Paramount Importance

(Continued from Page 5) of the proceedings will be devoted to a full briefing of the press on Paramount's plans, objectives and product. The product details themselves will be projected as a practical adjunct to Mr. Weltner's presentation. The distribution of the present issue of Paramount World, with its official information on the product, will also be a part of every individual presentation by Paramount's world-wide sales head.

In every sense, each presentation will be a forceful, practical exemplification of the greater new Paramount which has come into being through Mr. Balaban's widely recognized affirmation of faith in the industry's future.

(We shall reserve the basics of Mr. Weltner's presentation for our next issue as we would not wish any premature divulgement of its details. At that time, also, we shall again present the product - but compacted and brought still more up to date by later casting facts).

We can, however, report that each meeting held under Mr. Weltner's direction will in turn create its own network of local territorial meetings. The same procedural technique will prevail in these, and the same vital information will be broadcast to all local Paramounteers. So, in the final analysis, all Paramounteers, all exhibitors, all important sections of the press will be made aware, conclusively, of what Paramount is, what Paramount has, and where Paramount is going.

Such will be, in the overall, the purpose and significance of Mr. George Weltner's mission around the world.



THE FIVE PENNIES

A new and even more wonderful DANNY KAYE brings to glowing life the real-life story of Jazzdom's immortal "Red" Nichols, and the magnificent sacrifice he made for a little girl.

This should definitely be a picture to be talked about importantly at Academy Awards time.

THE PICTURE WITH THE MOST HEART YOU EVER SAW ON THE SCREEN

"Paramount is equipped and ready to lend its full force to the upswing -- it is ready and eager for the shoulder-to-shoulder push to greater heights of prosperity and entertainment achievement....."

- Barney Balaban



THIRTEEN SINNERS

Based on "If I Had a Million," a Paramount hit of 1932, this is to be an omnibus-type picture, telling in vignette form what happens to 13 people who suddenly receive great wealth. Norman Panama and Melvin Frank are producing it, and its very nature calls for an all-star cast.

GIRLS OF SUMMER

This Hal Wallis production will be based on the play by N. Richard Nash, creator of many stage successes. The story concerns two sisters, one 30 who has been both mother and sister to the other who is eighteen. They find themselves in emotional conflict when a self-confident man in his early thirties walks into their lives.







THE RAT RACE

New York saw, and enjoyed, Garson Kanin's romantic comedy of the same name. Kanin himself is doing the screen adaptation, and William Perlberg and George Seaton, with their renowned skill, will bring it forth as solid box-office entertainment.

THE JAYHAWKERS

What co-producers Norman Panama and Melvin Frank are here examining is a set model. It represents one of the major sets of their forthcoming production of "The Jayhawkers."

What is a 'Jayhawker'?

Well, the picture will be a guerilla-type drama of the Kansas plains following the Civil War. It will tell of a prisoner serving a life sentence who is offered a pardon if he brings in a bandit chief..... After many dangerous adventures, our jayhawker-hero completes the job





SUMMER & SMOKE

Tennessee Williams has given many great works to the stage and screen..... From our viewpoint, "The Rose Tattoo" has been the greatest to date.....But now comes "Summer and Smoke," already a stage triumph, and destined to be one of the most remem-berable films of all time.

Producer HAL WALLIS will give this great property one of his traditionally powerful boxoffice casts of sterling players.

****

HELLER WITH A GUN

'Heller' is Sophia Loren, and where she wields the gun is in California --- the California of those red-blooded days of 1849 when men were men...and women made the most of it.

At right, with a portrait of SOPHIA LOREN, is Director George Cukor, who will make the picture for Ponti-Girosi. (He also directed "Wild Is the Wind".)





BLAZE OF THE SUN

The land that was Indo-China - and is now Vietnam - is the setting of this powerful French novel....The fact that the novel has reached the astounding number of 150 editions is indisputable proof of its popularity.

This Ponti-Girosi production, to star SOPHIA LOREN, will be filmed in its actual locale. The story deals with a doctor who flees France to es-cape prosecution for the murder of his wife.

NO BAIL FOR THE JUDGE



EVERY ONCE IN A WHILE, Alfred Hitchcock makes a film that scares even him a little.

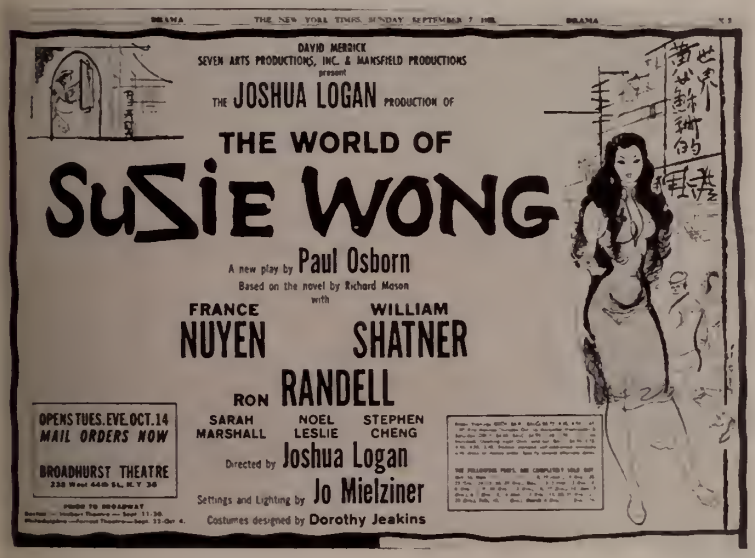
Word is slithering through the "Hitch" grapevine that "No Bail For the Judge" has him quivvering just a mite as he reads the script.

Frankly, we can hardly wait to see it ourselves.

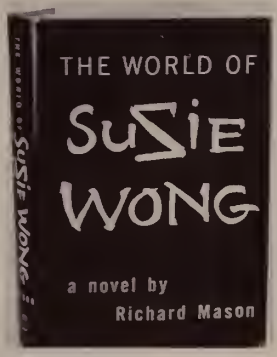
As for the cast -- can you ever recall a Hitchcock film that was not perfectly cast from the marquee and boxoffice standpoints?

"NO BAIL FOR THE JUDGE" will be no exception.

Next case, please!



THE WORLD OF SUSIE WONG



We have illustrated the great importance of the Joshua Logan play based on Richard Mason's book. Play is about to open and seems destined for success. It tells of an English artist who unwittingly moves into a Hongkong brothel and falls in love with one of the girls.

Picture will have a top-flight cast in keeping with its importance.

DON'T GIVE UP THE SHIP



Jerry has been promoted. He is now an officer. Not a very high officer, but one you salute just the same. He even gets a ship -- but he loses it. So far as we know, nobody loses anything so spectacularly and so completely as Jerry loses this ship. Hal Wallis, who is producing the picture, also has to supply the ship that Jerry loses. But don't worry, Hal has a string on the ship. He doesn't really lose it - but tens of millions of fans are going to lose their composure laughing at the picture.

P.S. The Jerry we are referring to above is JERRY LEWIS.



THE COUNTERFEIT TRAITOR

Those countless thousands who have read the book (and all of them are movie fans), know full well that truth in many instances can be far more breathless than fiction. And this book by Alexander Klein is all truth, and pretty close to home for a lot of Paramounteers.

The picture (which will have a fine cast), will live completely up to the statement on the book's jacket: THE EXCITING AND AUTHENTIC STORY OF THE ALLIES' GREATEST ESPIONAGE COUP OF WORLD WAR II.

THE PLEASURE OF HIS COMPANY

October playgoers in New York will be gladdened by this play. Samuel Taylor and Cornelia Otis Skinner have written it,and skilled filmcraftsmen William Perlberg and George Seaton are going to film it with one of their customary superb casts.

A note of particular interest to Paramounteers is that Dolores Hart, charming young Hal Wallis co-star of "Loving You" and "King Creole," will co-star in the play with Cyril Ritchard and Miss Skinner.



THERE HAVE BEEN TWO great "casting sensations" in the last 40 film years.

The casting of "The Mountain Is Young" will be the Third....It will be press-stopping news all over the world.

THE MOUNTAIN IS YOUNG





Never before in film history has a story of this type been filmed under the very shadows of the Himalaya Mountains - mightiest range of peaks in the world.



The bewitching magic of Nepal, the most story-book of all the world's countries today, will come beguilingly alive in Paramount's fascinating production of "The Mountain Is Young."

(Below) Dr. Han at work at her desk in Singapore, and (above) the most prized novel of the year which Paramount will film in its actual locale, Nepal, with a dazzling cast and bountiful production.





Mystery and enchantment seem to be everywhere apparent in Nepal, locale of Han Suyin's bewitching story of how commonplace people react, in purpose and in passion, to the spell of Khatmandu.



A D O L P H Z U K O R, the film industry's top elder statesman, was present at Mr. Balaban's press interview, and at its conclusion was asked some very pertinent questions. His sage and salty comments made trade press headlines also. Here are some of them:

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Today's rewards for the producers of the right pictures and the superior showmen can be as great or greater than ever before in the industry's history, Adolph Zukor told the press conference (as reported in Motion Picture Daily). "It's a showman's paradise today," the industry's elder statesman declared. "Big pictures today can bring out more people than ever before." In speaking of the various crises through which the industry has passed, he said: "I always believed that in spite of everything, even the advent of television, that if you can give the public good pictures nothing will prevent you from doing good business. The public always smells out the good ones and will leave everything, including their television sets, to go to see them...I am convineed that we have a better future today than ever before," he said. "And we at Paramount are fortunate in having a younger generation with us that is enthusiastic and forward-looking.... History repeats itself," he added in connection with some of the earlier crises. "We overcame adversity and went on to better days. That's what Paramount is doing today."



There is in Paramount's Affirmation of Faith in the Future, a tangible item marked "DeVille Secret Project." It is tangible because the project is actually on paper; because it is being treated in every way as an upcoming motion picture; and because it already has an aura of towering greatness surrounding it....When the appropriate time arrives, all will be told. And it will be wonderful news!





Affirmation of Faith

in the Future of the

Motion Picture, Should

be Very Real to You

By Now.....



Paramount WORLD
Volume 4, Number 10 October, 1958



INFORMING THE EXHIBITORS (above)
and INFORMING THE SALES FORCE (below)



PARAMOUNT'S AFFIRMATION OF FAITH MESSAGE GOES OUT TO THE WORLD: GEORGE WELTNER STARTS DELIVERY WITH NEW YORK MEETING OF TOP INDUSTRY EXHIBITION PERSONALITIES

The series of great and heartening Paramount messages, affirming steadfast faith in the industry's future, began in Toronto, moved to New York and Los Angeles, and then spread all around the world. Our cover begins the telling of this story, and from here on you will find it throughout this issue.

At the Astor Hotel in New York, the very important and influential gathering of exhibitors heard that an "unending stream" of big, important, successful entertainment pictures for all the theatres of the world was the goal Paramount has set for itself in substantiation of the affirmation of faith expressed recently by Barney Balaban, president of the company. This presentation of proof was made by George Weltner, vice-president in charge of world sales.

Paramount's future "is in the theatre with you," Weltner assured the approximately 125 circuit executives and independent theatre owners. This was one of the more than 100 such gatherings scheduled around the world by Paramount in order that Mr. Balaban's message might reach every exhibitor as well as every Paramounteer. In the course of his message, which was accompanied by colored illustrations on a screen in rear of him, Mr. Weltner named by title, subject matter and cast (where known), 30 big-scale pictures for 1959. The news was received amid greatest enthusiasm. And despite the fact that Mr. Weltner, and Mr. Owen who introduced him, were scheduled as the sole speakers, one of the nation's top exhibitors, Harry Brandt, arose and made a dramatic and deeply moving affirmation of thanks to Mr. Balaban, and to Paramount, for the towering service they had rendered to the industry at a climactic moment in its history. Although completely unscheduled, the speech was keyed to the very serious busi-

(Continued on Page 23)



NEW YORK MEETING

Eastern Sales Manager Hugh Owen declares the meeting open at the Hotel Astor, and speaks the introduction of World-wide Sales Manager George Weltner. Those seated at the head table, from the left: James H. Richardson, Treasurer; James E.Perkins, President of Paramount International Films; Louis Phillips, Paramount Pictures Vice-President and General Counsel; Barney Balaban, President of Paramount; George Weltner, Vice-President of Paramount Pictures; Adolph Zukor, Chairman of the Board of Paramount; Paul Raibourn, Vice-President of Paramount Pictures; Jerome Pickman, Vice-President of Paramount Film Distributing Corp.; Russell Holman, Eastern Production Manager.



The message on the screen at the back of the picture concerns what is expected to be one of the greatest films of the next decade — "The Mountain Is Young." This was one of almost one hundred messages imparted to the gathering of exhibition executives at the New York luncheon held in the Hotel Astor

The Cover

George Weltner, vice-president in charge of world-wide sales, glances to the screen at left as he informs many of the nation's top exhibitors of the details of Paramount's upcoming product. Locale: New York's Astor Hotel.

The sales group is located in Paramount's Board Room in Home Office, and comprises sales heads of the Eastern Division gathered under the leadership of Vice-President of Paramount Film Distributing Corp. Hugh Owen, and also Home Office executives. They are being addressed by George Weltner following the exhibitor meeting. Clockwise around the table they are: Gordon Bradley, Foster Hotard, William Holliday, Fred Mathis, Eugene Jacobs, John Moore, Edmund DeBerry, George Weltner, Hugh Owen, Dan Houlihan, Hugh Maguire, Henry Germaine, Donald Hicks, Myron Sattler, Ulrik Smith.

In the rear, from left: Gasper Urban, Jack Roper, Sam Sigman, Arthur J. Dunne, Howard Nicholson, Edward Chumley, Fred Leroy, Jack Perley, Mike Weiss, Howard Smidt.



Audience of exhibitors and Paramount sales personnel in the Ambassador Hotel, Los Angeles, as the product was announced by George Weltner.

PARAMOUNT'S AFFIRMATION OF FAITH IS NOW WORLD-WIDE

Reverberations of the success of local meetings followed Mr. Weltner by cable around the world. Earliest that we know of was Eastern Division Manager John Moore's from-Boston-to-Tokyo cable, printed elsewhere this issue.

Then from Atlanta, South-east Division Manager Gordon Bradley cabled Mr. Weltner in Singapore: "Have just concluded most successful product meeting conducted by Hugh covering Mr. Balaban's affirmation of faith in future of our industry. Enthusiasm of exhibitors and press equalled your great NewYork meeting.The South is going forward together for Paramount."

One thing most notable about these messages, apart from their glowing enthusiasm, is that they symbolize the truly international nature of our organization. Registering Boston enthusiasm in Tokyo, or Atlanta enthusiasm in Singapore, has become normal procedure. In our issue of next month, when the evidence of Mr. Weltner's meetings in the Orient, in Europe and England, is displayed, we will again find that registering Bombay enthusiasm in Dallas, and Rome enthusiasm in Charlotte, likewise have become normal procedure.

More than ever we are a world-wide organization, with objectives of concern to each and every one of us.



Western Sales Manager Sidney G. Deneau addressing the Los Angeles meeting. Reading to the right from the speaker: Jerome Pickman, George Weltner, Y. Frank Freeman, H. Neal East.



Advertising, Publicity and Exploitation Director Jerome Pickman telling the Western Paramounteers the extent to which the new Paramount product is to be backed by ace showmanship.



Tokyo Toast to Success

In Tokyo, the first of Mr. Weltner's international luncheon meetings comes to a successful conclusion with the traditional end-of-meal water toast. Offering the toast was Mr. I. Mori, managing director of Toho Co. Ltd. Shown in our picture are: Mr.K.Takamura (partly hidden), director of Shochiku. Then Mr.S.Kido, president of Shochiku; Mr. Weltner; and Mr.N.Metori, general manager of Paramount in Japan.

We will have a full report on the Japan meeting in next month's comprehensive coverage of the Affirmation of Faith meetings all around the world.

BOXOFFICE, one of the foremost and most authoritative trade paper voices in the industry today, has paid us the high compliment of basing an editorial on a showmanship doctrine set forth in our issue last month. Reproduced below is Boxoffice's editorial from their October 6th issue:

'Blood Transfusion'

Paramount's product and merchandising meeting on September 29 in New York was, as Harry Brandt put it, a blood transfusion. It gave a lift to the exhibitors present and. as one theatreman expressed himself, "It's one more proof that television will have to take a back seat."

By that he meant that the product lineup for next year, not only from Paramount, but from all companies. looks like a world-beater and that TV cannot compete with it. Take a look at what 20th Century-Fox, Columbia, United Artists, MGM and the others have on their 1959 dockets and you will see what we mean.

Here are some quotes from Paramount's house organ. *Paramount World*:

"Showmanship and the making of money have one big and important factor in common—hard work. In neither case is there an easy way, a short cut. especially if the end result is to be a lasting one. a thing of permanence."

"The job doesn't end with a pat announcement. These productions (Paramount's) brought forth in an affirmation of faith represent everybody's business."

"Everybody is going to have to pitch in and get them to the attention of the most fans in history; get them into the most theatres in history; and have them produce a torrent of returns that can make possible the creation of an endless supply of top-calibre showmanship films."

That's the tonic to cure the blues: A blending of top product and promotion, vigorously applied.

Ben Shlyen

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DURING AUGUST the flow of news from the United States branches was magnificent. The response to an appeal from headquarters was overwhelming, and we were all set for a September issue literally brimming with news about Paramounteers and their personal activities and aspirations.

Then the unexpected happened. President Barney Balaban's statement of faith in the future, backed by our company's most wonderful line-up of product, became top priority news. They took over the entire September issue, as you will already have noted.

And so now, for October, we have a wealth of branch news, edited to cover the time gap. It has given us remarkably fine U.S. representation, and we thank all who cooperated so splendidly in providing the news. We haven't printed all that we received, but what you don't find this month, you'll find next month.

We hope for a continuation of this fine representation.

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Paramount World

Published every month by Paramount Pictures Corporation, 1501 Broadway, New York 36, New York, USA. Issued by and for members of the Paramount organization around the world who believe in the entertainment appeal of their product and in the business future of their company.

- Albert Deane, Editor

Volume 4, Number 10 October, 1958

REPORT FROM THE STUDIO ON PRODUCT has it that Mr. Weltner saw "Last Train From Gun Hill" in Hollywood on his sales sweep around the world and that he was "terrifically impressed by the exciting Hal Wallis production." The picture has since been previewed to a reaction best described as "sizzling!"

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DOZENS OF EDITORIALS, scores of telegrams and hundreds of letters from exhibitors have been scanned to select one expression of satisfaction which best reveals the uplift that the film industry received from President Barney Balaban's affirmation of faith,and then from the series of luncheon meetings inaugurated by George Weltner. Our selection is a letter from the Smith Management Company of Boston, written by Richard A. Smith to Hugh Owen following the luncheon in Boston pictured elsewhere. In part, Mr. Smith said:

> "When Barney Balaban tells the world there is a solid dollar return to be made in large-scale motion picture production and when he backs it up with a program of twenty or more major pictures in one year, those of us with substantial interests in theatres can feel a tremendous new reassurance for our own future solvency. Paramount and its customers will certainly have their share of blockbusters out of the large-scale program that has been announced, but more important to the exhibitor is the solid fact that another major supplier is committed to quantity as well as quality production and the long standing unbalance between supply and demand of motion pictures seems to be righting itself....."

PRODUCT

....Here is the new Paramount line-up, as announced in last month's issue, repeated in a condensed format.....

THE BUCCANEER

Supervised by Cecil B. DeMille, produced by Henry Wilcoxon and directed by Anthony Quinn, this towering, action-filled romance stars Yul Brynner, Charles Boyer, Charlton Heston and Claire Bloom.



"The Buccaneer" will have its world premiere in New Orleans on Dec. 11th. It will be a gala event in every way.

THE TRAP

A Panama-Frank thriller that stacks climax on climax. Starring Richard Widmark, Lee J. Cobb, Earl Holliman and that red-haired siren - Tina Louise - here's real, red-blooded excitement.



GEISHA BOY

Several authentic sneak previews have already established that here is the funniest Jerry Lewis comedy of them all. Jerry receives ace support from Nobu McCarthy, Sessue Hayakawa and Marie McDonald.



SUMMER AND SMOKE

It has been said that all of Tennessee Williams' plays were but dramatic exercises for the power and pungency of "Summer and Smoke." Hal Wallis is picking up the project from this significant point.



LAST TRAIN FROM GUN HILL

This thunderbolt of passions stored to the breaking point, then exploded, has no yardstick for comparison in screen history...It is safe to say that you will never forget Kirk Douglas, Anthony Quinn, Carolyn Jones and Earl Holliman after this Hal Wallis 'sockeroo.'



HOUSEBOAT

What happens when the girl you've hired to be a maid, can't be?..Cary Grant finds out to his great discomfort when the maid is Sophia Loren.... The nation is already finding out to its great delight, also in a picture made solely for fun.





HARRY GUARDINO (above), who scored such a resounding hit as Cary Grant's rival for Sophia Loren in "Houseboat," has been signed to a 7-year Paramount contract. He had been signed to appear with Danny Kaye in "The Five Pennies, now being filmed, before the new contract was negotiated.

CARNET DU BAL

This great picture - one of the greatest ever made - came to the world a couple of decades back, and was seen by a limited audience throughout the world. It is now to be remade in Hollywood by George Seaton and William Perlberg, not only for the benefit of those audiences which appreciated it earlier, but for the vast legion of new generation picturegoers who have come to the world since then. It will have a superb cast, matchless production, and international appeal.

NO BAIL FOR THE JUDGE

Alfred Hitchcock is really a 'royal male' when it comes to making majestic suspense-films about thoroughly fascinating people...And the 'Judge' in this thriller is someone in thic category....Just wait until you see the calibre of this film's cast.



Product which says: "There will always be motion pictures for the peoples of the world!"

THE MOUNTAIN IS YOUNG



Han Suyin (at right) authored "Love Is a Many Splendored Thing." Her newest, "The Mountain Is Young," is a bookseller's bonanza. Casting of film will be world-wide news.

THE HANGMAN



Robert Taylor's first for Paramount is a tense thriller. Lee J.Cobb and Tina Louise are a couple of powerful added punches. Taylor's is a characterization such as takes you back to William S. Hart for parallel performance.

CAREER



Any stage property that has entertainment packed into it, becomes a target for the showmanship of Hal Wallis. "Career" was a play last year that Hal believes will make a wonderful picture. And you may be sure of the cast - if it's Wallis!

HELLER WITH A GUN



Sophia Loren has been proving of late (and particularly in "Houseboat") that she is capable of just about everything in the line of characterization. This time she's a poker-eyed lass with a six-shooter - who really gets what she goes after.

The Happiest Product in the Long, Long Life of Paramount!

THUNDER IN THE SUN



Susan Hayward, Jeff Chandler (shown here in conflict), and Jacques Bergerac are starred in a most unusual drama of a trek to the West. Scenically and romantically thrilling - and in radiant Technicolor.

THE BLACK ORCHID



Two matters of great power stand out in regard to this picture co-starring Sophia Loren and Anthony Quinn -- first, it is a picture very much concerned with happiness... and secondly, its magnificent drama brought to Sophia the Venice Film Festival award as "Greatest Actress"



PINA PELLICER is the new Cinderella of the screen. She is the obscure girl from Mexico City who has just been signed as leading woman for Marlon Brando in his new Paramount picture -- "One-Eyed Jacks."

THE FABULOUS SHOWMAN * * * * *



Here are co-producers Martin Jurow and Richard Shepherd, who will tell, through a massive Paramount picture, the everlasting story of P. T. Barnum's saga in building The Greatest Show on Earth -- the mightiest circus!

DON'T GIVE UP THE SHIP



Jerry Lewis never before has mixed up love, duty and absent mindedness more hilariously than in this scatter-brained saga of an officer who misplaced a battleship, and remembered just where on his wedding night - of all nights.

Again and again! - If It's a Paramount Picture, It's the Best show in town!

TEMPEST



Dino De Laurentiis, who gave us "War and Peace," has truly topped that box-office juggernaut with his "Tempest," starring Van Heflin, Silvana Mangano, Geoffrey Horne, Oscar Homolka, Viveca Lindfors, Robert Keith and a host of others.

THE RAT RACE



Broadway presented "The Rat Race," but the play's audiences came from across the nation and around the wide world. That's why co-producers Seaton and Perlberg believe that a rip-roaring comedy riot will come from this stage success.

BLAZE OF THE SUN



Sophia Loren, who is really seeing the world these days, travels into a searing spot in the Orient - Saigon - for this tale of a murderer who could come to but one end - the arms of a betraying woman. It chills - even in the Blaze of the Sun.

THE COUNTERFEIT TRAITOR



Penalty for reading so engrossing a book as "The Counterfeit Traitor" is the agonizing wait for it to come out as a movie. Perlberg and Seaton are taking all hit-making steps.

THE WORLD OF SUZIE WONG

Publishers' Weekly.....

...the Bible of the book trade, had this to say of "The World Of Suzie Wong" in its Oct.20 issue:

New American Library has gone back to press for the fourth time with "The World of Suzie Wong," a Signet book released in August. Sales have been stimulated by publicity preceding the opening on Broadway of the play based on the book which already has a $750,000 advance ticket sale. NAL has almost three quarters of a million copies in print. The book is selling like wildfire in New York...Incidentally, the dramatization of "The World of Suzie Wong" has recently been featured in Life Magazine.

This is the Broadhurst in New York, right in the shadow of the Paramount Building, where "Suzie W" has become a national "must-see." Be sure and read quote at left & right.



ONE-EYED JACKS



History will indeed be made with the completion of the first Marlon Brando picture for Paramount; and this is expected to be before the end of this year. On another page is a picture of the lovely Mexican girl selected to be Brando's leading woman in the characteristically-titled "One-Eyed Jacks" - saga of the men who live longest, shoot first.



JEFF CHANDLER (above), who co-stars so effectively with Susan Hayward and Jacques Bergerac in "Thunder In the Sun," a Paramount release, will report to Paramount next month to star in "The Jayhawkers" for Panama-Frank production.

THAT KIND OF WOMAN

Sophia Loren, Tab Hunter, George Sanders, Keenan Wynn.... Filmed 100% in New York against a New York background...modern comedy romance ...and all the cast, particularly Sophia, giving gemlike performances!!!



Dolores Hart is one of its stars.

THE PLEASURE OF HIS COMPANY

Delightful Comedy Is Staged at Longacre

By BROOKS ATKINSON

THANKS to everyone concerned, "The Pleasure of His Company," acted at the Longacre last evening, turns out to be thoroughly delightful.

Those concerned are Samuel Taylor, who wrote the play "with (Cornelia Otis Skinner)," as the program bills it with tiresome exactitude But "The Pleasure of His Company" is the sort of gay and silken comedy of manners that puts everyone at ease on and off the stage. Those to whom thanks are due include everyone in the cast, and particularly Cyril Ritchard, who has staged it perfectly.

THE NEW YORK TIMES, OCTOBER 23, 1958.

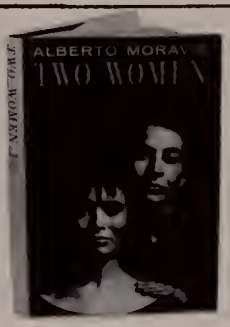
Pictures Which Make Box-offices the Portals to a Better World!

BUT NOT FOR ME



Wonderful names have been added to that of Clark Gable in this riotous comedy. ACTING - Carroll Baker, Lilli Palmer, Lee J. Cobb; PRODUCTION - George Seaton and William Perlberg; DIRECTION - Walter Lang. And the story itself's a scream.

TWO WOMEN



Sophia Loren is to be teamed with another great international actress, under George Cukor's masterly direction, in this dramatic picturization of a mother and daughter caught in the toils of war and compelled to do such things they'd never dreamed of.

GIRLS OF SUMMER



Hal Wallis, who knows the box-offices of the world in thoroughly omniscient fashion, picked this play as a b-o certainty. It's the story of an older and a younger sister who find themselves in emotional conflict over a self-confident man.

THE JAYHAWKERS



Panama and Frank, who hit the bulls-eye with "The Trap," have something just as dynamic with "The Jay-Hawkers," saga of men who lived desperate lives in the middle of the Civil War....Jeff Chandler has been given a starring role in the film.

THE FIVE PENNIES

With only just "Five Pennies" as our stake we're going to go out on a limb and say that - Twenty or more years hence, when pictures-to-remember is a topic, this Danny Kaye 'sentimental journey' will be top of the list.

The sort of film they invented movies for.



THIRTEEN SINNERS



An omnibus-type dramatization of what happens to thirteen different individuals who have sinned, and who suddenly receive wealth beyond even their wildest, sin-filled dreams. A popular theme, for sure!



DANNY KAYE already is at work on "The Five Pennies." On the basis of footage seen to date, as well as knowledge of the script, many in Hollywood are predicting that for the first time a comedian will win an Academy Award

THE HOOK

The hot and turbulent Orient comes to the screen again in this electrifying story of love and compassion in a small boat off the Coast of embattled Korea. Adapted from a French novel.

VAHÉ KATCHA

L'HAMEÇON

roman

THE HOOK

PLON

"TARZAN" COMES TO PARAMOUNT

In addition to all that has been announced to this point, there will be two top-flight "Tarzan" pictures for Paramount, in color. First there will be a world-wide search for a new "Tarzan," and then the first of the two, titled "Tarzan's World Adventure," will get under way before the end of the year -- and it will be filmed in a score of locations all around the world. A true international picture!

ENTHUSIASM-PACKED MEETINGS CARRIED THE MAJOR MESSAGE TO THE WHOLE INDUSTRY

As you came to the bottom of Page 12 (opposite) you again completed a resume of the truly fine upcoming product. But there is no ending to the resounding enthusiasm that this product has generated throughout the Paramount sales force. The page you now are reading has some evidence of this: other pages throughout the issue carry it forward. Our new product has gathered the greatest sales momentum in our company's history.

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INDIANAPOLIS - This was the scene in the Sheraton-Lincoln Hotel as Branch Manager H.M. DeTamble gathered exhibitors and members of the press in the Indianapolis and Kentucky area at luncheon to hear the message of optimism brought back from the Los Angeles meeting by Mid Western Division Manager J. Harold Stevens. The above luncheon-meeting was held on October 7th, and Mr. Stevens was the recipient of many congratulations from the assembled exhibitors. Messrs Stevens and DeTamble are seated at the rear right, immediately beneath the significant words, "The Future."



BOSTON - The Paramount line-up for the delivery of the big product news. Place - Sheraton Plaza Hotel. Audience - largest group of exhibitors and press ever gathered to hear a film product announcement. From left: Henry Germaine, Connecticut Sales Mgr.; Dan Houlihan, Boston Branch Manager; Hugh Owen, Vice-Pres. Paramount Film Distributing Corp.; John G.Moore, Eastern Division Mgr.;Gasper Urban,Boston Sales Manager.



BOSTON - Eastern Sales Manager Hugh Owen telling the press of Boston and the exhibitors of New England the wonderful news about Paramount's new product.



WASHINGTON, D.C.- The 'new' Paramount is outlined to eminent newspapermen here by Eastern Division Manager John G.Moore at Mayflower Hotel luncheon on Oct. 16 . Reading from left: Norman Clark, Baltimore News Post;Richard Coe, Washington Post; Mr. Moore; Jay Carmody, Washington Star.



WASHINGTON,D.C. - Head table at Paramount's Mayflower Hotel luncheon. From left: Washington Branch Manager Herb Gillis; John G. Moore,Eastern Division Manager; Robert Denton, Paramount Pictures' Washington Representative; Mike Weiss, Mid-Eastern Merchandising Rep.



TORONTO, Canada -- Paramounteers from across the nation meet with World-wide Sales Manager George Weltner at the meeting in the Park Plaza Hotel. From left: William Kelly, Calgary Branch Manager; Syl Gunn, Winnipeg Branch Manager; Mickey Stevenson, Ontario Branch Manager;Jim Rae, Calgary Salesman; Mr. Weltner; Gordon Lightstone, General Manager for Canada; Norman Simpson, St. John, N.B.,Branch Manager.



BOSTON - Top metropolitan critics and columnists lunch with Paramount executives at the Sheraton Plaza Hotel on the occasion of the announcement of new Paramount product. Clockwise from left: Peggy Doyle, Boston Record & American; Mabel Fullerton, Quincy Patriot Ledger; Allan Fraser, columnist of Boston American; Kevin Kelly, Boston Globe; Alta Maloney, Boston Traveler; Cy Durgin, Boston Globe; Hugh Owen; Lyon Phelps, Boston Herald; Fifi Harding, Trade papers rep.



TORONTO - View of Paramount's Affirmation of Faith luncheon in the Park Plaza Hotel here. (Below): From left - Mr. R. Salmon, Executive Vice-president of Odeon Theatres of Canada Ltd.; Frank Fisher, Vice-president of Odeon Theatres; John J. Fitzgibbons, C.B.E., President of Famous Players Canadian Corp.; Mr. George Weltner; Nat Taylor, President, Twinex Century Theatres Ltd.; and Gordon Lightstone, Paramount's Canadian General Manager.

MORE PICTURES AND NEWS RELATING TO THE PARAMOUNT "AFFIRMATION OF FAITH" MEETINGS WILL BE FOUND ON PAGES 21 AND 23.

PICTURES AND NEWS FROM THE NORTH AMERICAN BRANCHES***

Few shoes into which envious men would step indicate how hot and hurt are their wearer's feet.
-Henry S. Haskins



Ranch Baron Anthony Quinn, bargaining for the life of his worthless son, reckons without the implacable sense of justice of Sherriff Kirk Douglas in "Last Train From Gun Hill." The fury that springs from this seemingly quiet moment is virtually unmatched in screen history.



ARNOLD SHARTIN, salesman par excellence, and a 3-time member of the Paramount 100% Club, on Monday, October 13th, moved from his salesman post in Los Angeles to the Branch Managership of Salt Lake City.

He succeeded, through merit, to the post made vacant by the retirement of Frank Smith.

Shartin's appointment was announced October 7 by Sidney G. Deneau, Western Sales Manager.

SAN FRANCISCO Vacation time is still here and Mrs. Jessie Cole, Assistant Cashier, and husband are bound for parts unknown for a period of three weeks. Mrs. Oriette Philpott, Booker's Stenographer, is spending her two-week vacation with relatives in various parts of California . . . . Back from a three-week vacation is Forty-Year Paramounteer Ruby Silverman, after a wonderful time with relatives and friends in California.

Screenings of THE BLOB and HOUSEBOAT were held for exhibitors and also attended by Branch Manager Stevenson, Sales Manager Anderson, Salesmen Trimble and Hoss and Head Booker Carmone. All felt that THE BLOB would register tremendous box office grosses in this territory - so the boys are out setting saturation bookings. The reception also on HOUSEBOAT was unanimous that here's another blockbusting winner, and you can be sure that the word is being spread.

-Esther Richter

CINCINNATI We, of the Cincinnati Branch, are very much excited about our forthcoming saturation on "The Blob" and "I Married A Monster From Outer Space" opening October 15th. We are contacting all our important accounts in order to get the most out of this run.

"The Matchmaker" gave us a sensational performance in its first run at the Keith Theatre. As a result, we have been able to set every key situation top terms and top playing time.

Don Benning, Booker, and Charles Scully, Shipper, returned to their posts healthy, tanned and ambitious after spending their vacation at Miami Beach. Jane Holmes (formerly Jane Spade) our receptionist, returned from her honeymoon at Clearwater, Florida. Jane was married August 16th to Mr. Richard Holmes. We all went to the wedding and reception and had a great time.

Favorite topic of conversation of Cashier Louise Vinson is her new grandson, two months old weighing 14½ pounds. Louise is mighty proud of him . . . . . June Gardner, Steno., postcards from the Smokey Mountains about her wonderful vacation.

We are still talking about the terrific picnic we had this summer. We all went to Mt. Airy Forest. Had lunch and refreshments served by a Catering Service - Played baseball - Pitcher Mrs. Don Hicks' team winning 8 to 6 . . . . . Bonnie Ante, booking clerk, now has a new Chevrolet.

- Lillian Ahern

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KANSAS CITY Vacations are still in full swing with Billie Mistele, Steno, attending the WOMPI convention in Denver; Tom Gooch, Office Manager-Head Booker, going to St. Louis and Cairo, Illinois; Don Genova, Booker, visiting Emporia, Kansas; and Mary Neff, Branch Manager's Secretary, spending a leisurely two weeks in Dallas.

The Branch was recently honored with a visit from Mr. George Schur in connection with the new accounting system.



What Steve Marlo, one of the leads of "The Young Captives," is here about to do to this unnamed blonde couldn't by any stretch of the imagination be guessed by you. It is one of the stunningest surprise episodes you have ever seen in pictures.

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Kansas City Branch identifies these two gentlemen as their "new salesmen." But they are Paramounteers with long and distinguished sales records. They are: Duane Becker(left) and Joe Murphy.

We extend our deepest sympathy to Irene Malone, Ledger Clerk, whose husband passed away September 22.

Mr. Hamburg is attending the Branch Managers' meeting in Los Angeles - we know he will return all excited over Paramount's forthcoming product.....The salesmen and bookers are busy getting THE BLOB! and I MARRIED A MONSTER FROM OUTER SPACE set for the saturation starting November 13.

- Mary Neff

MINNEAPOLIS Harold Schneider, Office Manager, slipped away quietly to Florida on his vacation and surprised everyone by bringing back a Florida gal as his bride. .....Not to be outdone by her boss, Ann Wilder, our Booker, combined her vacation with a honeymoon and returned as Mrs. Krekelberg. Congratulations to all!

Our Branch Manager, Mr. McBride, has been working hard in his spare time with the distributors and exhibitors of Minnesota, in an effort to repeal Daylight Saving Times in the next

(Continued on Page 34)

"THE TEN COMMANDMENTS" DOMINATES THE WORLD'S FILM SCENE @@@@@@@@



SINGAPORE - The scene above in a powerful sense epitomizes the almost overpowering greatness of the engagement of "The Ten Commandments" at the Cathay Theatre here.

The front-of-house display at the Cathay was altered daily, at no expense to Paramount, and the mounting tabulation of days made a profound impression on the cinemagoers of Singapore.

Actual length of run was 84 days. Previous long-run record-holder at the Cathay was Paramount-DeMille's "Samson and Delilah" - 49 days. Box-office receipts on "Ten Commandments" - a bit more than twice those of "Samson."

Normal average run of a picture at the Cathay is 5 days. "Ten Commandments" ran 17 times as long. It also took in at the box office 23 times as much revenue as an average picture.

Longest previous run of any American picture in any Singapore theatre in history, was 54 days - by "Around the World in Eighty Days."

"The Ten Commandments" ran for 84 days!

And as Roy McAree, Paramount General Manager in Singapore says: "We aim to set up similar records in our engagements throughout the territory."



LOS ANGELES - "The Ten Commandments," with superimposed subtitles in Spanish is proving a tremendous success at the Mayan Theatre here.

The Mayan is renowned as "The Home of Mexican Films," and, according to Paramount's Los Angeles Manager, Al Taylor, the house took the mighty DeMille production on an experimental basis. First week registered a gross many thousands of dollars ahead of management's expectations, so that second, third and fourth weeks followed, with a fifth expected.

Important sidelight: Management of the Mayan is now interested in other top Paramount product with Spanish superimposed titles.

"The Ten Commandments" returned to the London (England) are for a season of 4 weeks commencing Oct. 12th. Participating theatres were the Odeons at Swiss Cottage, Mile End Road and Croydon, and the Gaumont at Hammersmith.



MANILA, Philippines - This majestic figure of Rameses, made of aluminum, stands on the Manila-Quezon City boundary. And it stands 40 feet high. The permits for its erection were applied for almost four months before the release of "The Ten Commandments" and were approved Sept. 15,1958 and to remain until November 10th next. All necessary precautionary measures were taken to prevent the huge figure from collapsing due to heavy rains and strong winds.

Special sign, itself 12 feet high, names the Galaxy Theatre and the opening date of the film, October 1st.

CONCERNING MANILA
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A small segment only of the truly wonderful array of Manila showmanship on "The Ten Commandments" is being published in this number. The exceptional campaign commands large space - and this it will get in our issue of next month.



AMSTERDAM - The world has seen many fine, completely dignified theatre fronts inspired by Cecil B.DeMille's masterwork, "The Ten Commandments." In the forefront of the finest must be placed this one created by the Corso Theatre here, where the production is still being presented,and where it will be shown seemingly for a very long time to come.

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From
NEW DELHI.....

"COMMANDMENTS" NEW DELHI OPENING TRULY PHENOMENAL STOP OPENING DAY AUDIENCES IN NATION'S CAPITAL REPRESENTING PEOPLE OF ALL FAITHS AND ALL WALKS OF LIFE FROM ALL PARTS OF INDIA RECEIVED DE MILLE'S MONUMENTAL PRODUCTION WITH GREAT ENTHUSIASM. EXPECT RECORD BREAKING RUN.

-VAIDYANATHAN

NEWS OF PARAMOUNTEERS AT THE CROSSROADS OF THE WORLD

October was World Series month and, likewise, there was a lot of excitement and rooting around the home office, which had its usual share of baseball pools.

Some of the Paramounteers who profited from the Yankee-Brave rivalry were: Mary Brady, Eileen Huber, Barbara Landau, James Greenleaf, Al LoPresti, Bob Guilfoyle and the writer, on the tenth floor. Some eleventh floor winners were: Mary DeGirard and Charlie Stroebel.

Newcomers: Mr. Clug has a new secretary. She is Anne McPolin, who began working September 22. Rosemary Pascale has joined Paramount as Mr. DeBerry's secretary, and the writer is replacing Ann Usher, who left early in August.

Vacations - going and coming: Evelyn Seeff boarded the SS "Caronia" for a two-week cruise to the British West Indies, October 17, and Constance Bachman left October 10 for a trip to Pennsylvania.....Honeymooning in Miami to the envy of everyone else in the Traffic Department was Dick Goodman and his bride of September 28, the former Rosemary Kelly. The newly-wed pair enjoyed the warm Florida sunshine for two weeks. Off on a three-week escape-from-it-all is Margaret Stolfi, Branch Operations, who is sunning at Virginia Beach. Mary Brady of 1005 back from a one-week cruise in Nassau, Bahamas, where she soaked up all the available sunshine, and there was loads, she reports. Catherine Burke has returned from a two-week tour through Washington, Philadelphia, Atlantic City, Burlington (Vermont), Newport and Providence (R.I.)

Helen Cohen, Sid Deneau's secretary, is currently cruising on the CARONIA and will visit Martinique, Trinidad, Barbados, St. Thomas and Nassau.....Ann Badolati's boss, Mr. Piper, gave her a pink madeira linen tray set as a farewell gift October 17, when she left after being with Paramount for many years. ....Arthur Coehlo of the Translation Dept. was made a granddad for the third time October 19, when his daughter Ann gave birth to a 9-lb. baby girl.....Condolences to Linda Salzberger for the unfortunate loss of her brother.

BOWLING NEWS

John Rubinich holds all the honors in the men's division, with 164 average, 229 game and 542 series.

Gals' honors are split, Helene Coleman being tops in average with 136, Helen Dumbra holding hi-game of 179 and Sue Dorman boasting top series of 455.

Charlton Heston leads the league with 21 points, two ahead of Shirley Booth.

Mary Tripler was presented with a $15 check from a number of the girls on the tenth floor when she said goodbye to Paramount October 10, after working for Mr. Kiralfy for two years.

Some of the girls on the tenth floor pooled their cash and bought Sandra Gordon, statistical clerk, a bulk-knit, white cartigan as a farewell gift. Sandy had worked for Mr. Kiralfy for three years.

On the eye-brow raising side: Diana Mockeliunas reports that she crashed a dance last month only to win a poker (I mean polka) contest. The prize was $5 cash and a blue ribbon.....Caught making some side comments at the wrong time, Howard Haines of Publicity was overheard remarking that he thought the eleventh floor's Sandy is Paramount's answer to Brigette Bardot.

Welcome back to Joe Diana of Traffic, who has recovered from a long illness.

Condolences are extended to Helen Coleman, Bidding, for the loss of her brother recently.

Henry Gordon, Latin-American Division Manager, here on a flying visit to Home Office.

We are sorry to hear that Vincent Gramaglie, 8th floor receptionist went to the hospital for surgery October 8, and wish him a speedy recovery.

Harry Doldus, Traffic, left the 13th for his two-week vacation which will be spent moving to his new place. It is hoped by all that he will have some time left to relax as well.

News and pictures very welcome at Room 1010. --Page by Helen Kwartler

CECIL B. DeMILLE AT 77 RECEIVES BIRTHDAY TRIBUTES FROM THE WORLD AND ANNOUNCES HE WILL MAKE MORE PICTURES

Our September issue, devoted in its entirety to new product, had to defer by one month all general news. So on this page we go back to August the 12th, when his legion of loving friends paid warm and wonderful tribute to Mr. DeMille.

MOTION PICTURE DAILY, reporting the memorable event, said in part:

Y. Frank Freeman, who opened the ceremonies with a silent tribute to the late Jesse L. Lasky, claimed the success of Paramount rests more on DeMille's shoulders than on anyone else in the company, and that DeMille's 70 films, which have played every corner of the world, have had the deepest influence on the minds of the world.



Looking on as "C.B." simultaneously blows out the candles and cuts the birthday cake with a sword, are Anthony Quinn, his son-in-law; Henry Wilcoxon, his associate producer and long-time co-worker; Mary Pickford and Bob Hope.



Scene in the Paramount Commissary as 150 friends and associates gathered to honor Cecil B. DeMille on his 77th birthday anniversary. Standing at the head table are: Mr. DeMille (dark suit) and Y. Frank Freeman, in centre, Mary Pickford at left and Samuel Goldwyn at right.



Here one can speculate as to whether Mr. DeMille is kissing the sword or tasting the frosting. He certainly has an ace audience --at left are Danny Kaye, Y. Frank Freeman, and Mary Pickford (partly hidden). At right, Bob Hope.



A kiss from his daughter is one of the rewards Anthony Quinn collects for a fine piece of direction during the making of "The Buccaneer." Miss Quinn obviously isn't camera-shy.



Yul Brynner, one of the world's top amateur photographers, was on the set an a snapshotter on those days when he was not acting in "The Buccaneer." Here he is with Loyal Griggs, chief cameraman of the spectacular romance. Mr.Griggs also photographed "The Ten Commandments," "Shane" and many other great films.



Airport welcome for eminent Japanese visitors: Nagamisa Kawakita,left, Masashi Shimizu, 3rd from left. Also, Ely Levy, Columbia Pictures; Clark Wales, MPAA, Hollywood; Edmund Goldman, exhibitor; Ed Schellhorn, Paramount International Studio rep.

CECIL B. DeMILLE'S very latest production is a whiz of a trailer for "The Buccaneer." It has been made in the same masterful fashion as was the magnificent trailer for "The Ten Commandments," with the master producer appearing personally, and speaking the commentary throughout.

This trailer will be one of the ace showmanship 'tools' in selling "The Buccaneer" in all parts of the world.

THE NEW YORK SCENE HAS CONTAINED MANY EVENTS OF PARAMOUNT INTEREST



Sophia Loren's "That Kind of Woman" was really shot in New York. And in its entirety... Here's one of the 'informals' made on one of the Central Park lakes, with Central Park West apartments in the background. In the boat, which Director Sidney Lumet is rowing, are Kennan Wynn (in the bow), Tab Hunter, Barbara Nicholls and the lady who loves to go barefooted, Sophia Loren.



Here's another shot, equally idyllic, this time featuring only Sophia and Director Lumet. And the water belongs to the same Central Park lake....symbol of a gay, light-hearted picture.

THE "MATCHMAKER" HITS 10th WEEK IN NEW YORK 1ST RELEASE

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"The Matchmaker" has proven to be a hit of top importance in its first release in New York.... As we go to press, the fine production of the late Don Hartman is in its 10th week at the Little Carnegie Theatre, and the delightful flavor of the picture is a byword around the city.

Seems that "The Matchmaker" is also by way of being a record-maker.



PHILADELPHIA -At right, Barney Balaban, president of Paramount Pictures, and a director of the Cruiser Olympia Assoc'n, is aboard the historic battleship as the Olympia proceeds up the Delaware River to become a national shrine. With him in the second picture is his assistant, Arthur Israel, Jr., whose camera secured these pictures.

LEFT

Completion of a signed agreement to show upcoming Paramount product in the Loew Circuit. At right is Eugene Picker, executive vice-president of Loew's.

Smiling also is Hugh Owen, vice-president of Paramount Film Distributing Corp., and Paramount Eastern Sales Manager.



Departure of Private Elvis Presley, of the United States Forces, for service in Germany, was one of the biggest turnouts of press representatives in years. Most prominert in this scene is the redoubtable Gonzalo de Palacio, correspondent for many Latin American newspapers and magazines.



Another glimpse of section of the mass of press representatives, momentarily hushed as the singer-turned-soldier prepares to speak to the nation. At right in the group is Paul E. Ackerman, Paramount International's Director of Advertising and Publicity. Presley's arrival in Germany was even more tumultuous.



"THE BUCCANEER" IS RICH, ROUSING, RACY, ROMANTIC AND RIP-RIP-ROARING....



JERSEY CITY, N.J. - Barney Balaban and Adolph Zukor headed a delegation of industry leaders who recently attended a preview of "The Buccaneer" at the Stanley Theatre in Journal Square. With them, at left, is Tony Williams, Stanley Warner assistant zone manager.



This sextette around a script of the picture includes Jesse Lasky Jr., who co-authored the script; then, clockwise, Henry Wilcoxon, producer; Anthony Quinn, director, Chico Day, assistant producer; Charlton Heston and Charles Boyer, stars.





The Quinn family in discussion with Yul Brynner reveals the fact that little Miss Quinn aspires to be something of an actress herself. Mrs. Quinn is the former Katherine DeMille, daughter of Cecil B. DeMille. Scene is on the set of "The Buccaneer."



Cecil B. DeMille, whose keen eyes watched every scene, every set-up, every take and every 'rush,' cheerily discusses one of the scenes with Anthony Quinn, the epic film's director.



Director Anthony Quinn emphasizes to Claire Bloom the very fiery nature of the role she is playing in "The Buccaneer."



GENESIS OF "THE BUCCANEER"

Cecil B. DeMille at the time that he announced that the 'new' Yul Brynner (photos) would star in the 'new' production of "The Buccaneer," and that Anthony Quinn, at right, would be the director, and Henry Wilcoxon, at left, its producer.

XXXXX



GUAYAQUIL, Ecuador - A striking night shot of the exterior of the Presidente Theatre where "The Ten Commandments" premiered so spectacularly, and where it is continuing with unabated success.



RIO DE JANEIRO - Many of the principal objects of art and major properties used in the filming of "The Ten Commandments" were displayed in the Museu de Arte Moderna of Rio de Janeiro in connection with the recent Film festival. Here examining the celebrated tablets of red granite from Mt.Sinai are: Sr. Carlos Fonseca, member of the Cinemateca of the Museu; Mr. Arthur Coelho, Paramount's Portuguese translator from New York, vacationing in Brazil; and Sr. Oswaldo Leite Rocha, Paramount's Publicity Director in Rio.

LIMA, Peru - This massive lobby display erected by the Cine El Pacifico stood no less that 10 ft. high. It was part of the theatre's showmanship campaign on "The Joker Is Wild," and Paramount Manager Lennart Bjorck advises that it caused tremendous interest

PARAMOUNT ANUNCIA AL MUNDO UN IMPONENTE GRUPO DE SUS MAS GRANDES PELICULAS.....

Paramount World del mes pasado anunció al mundo la más imponente lista de nuevas películas en la historia de la Compañía. También publicamos la trascendental declaración de Mr. Barney Balaban y la relación de programación inicial del nuevo producto en reuniones en el Canadá y a través de los Estados Unidos. La edición de setiembre de Paramount World no ha sido distribuida en ninguna parte del mundo en anticipación a la visita de Mr. George Weltner, o de los que ha delegado como portadores del importante mensaje de Mr. Balaban.

Mr. Weltner partió de Nueva York el día 1 de octubre después de un importante lunch-reunión en el Hotel Astor de Nueva York, durante el cual se anunció el nuevo producto a los exhibidores más representativos de la industria cinematográfica reunidos en esa memorable fecha. Los días 2 y 3 del mismo mes, Mr. Weltner se reunió en Los Angeles con otro importante grupo de prominentes exhibidores y jefes de producción. Del 9 al 12 de octubre eran las fechas señaladas para reuniones semejantes en Tokío; del 13 al 16, en Hong-Kong; del 17 al 19, en Singapur, y en Bombay, del 20 al 22. Luego seguirán reuniones en Roma, las cuales comenzarán el 25 de octubre, para trasladarse a París, empezando el 1 de noviembre, y luego en Londres, el 5 de ese mismo mes, para regresar a Nueva York el 15 de noviembre.

Hemos hecho una recapitulación en ocho páginas de este número de Paramount World dando noticia, hasta donde nos ha sido posible, de cada una de las películas hasta la fecha. En nuestro número del mes próximo daremos a conocer el producto total hasta la fecha con un informe completo del agitado viaje de Mr. Weltner alrededor del mundo. Trataremos de esforzarnos en dar al paramountista la relación más completa del gran acopio de noticias recogidas durante los meses de setiembre y octubre recalcando una vez más la importancia de nuestro magnífico producto.

A PARAMOUNT ANUNCIA AO MUNDO A SUA MAIOR PRODUÇÃO DE FITAS

O "Paramount World" teve a honra de o mês passado anunciar ao mundo o mais impressionante programa de fitas da história da nossa companhia. Na mesma edição foi inserta a entusiástica declaração do presidente Barney Balaban, na qual se continha uma relação dos lançamentos dos novos produtos no Canadá e nos Estados Unidos, segundo ficou decidido em uma reunião havida no país vizinho. Cumpre-nos adiantar, porém, que aquela edição do "Paramount World" não será dada a público, em nenhuma parte do mundo, antes da visita amunciada de Mr. George Weltner ou das pessoas por êle delagadas para o fim de transmitir ao exterior a sua mensagem.

Mr. Weltner partiu de Nova York a primeiro de outubro, depois de ter tomado parte num lauto almôço, dado no Hotel Ástor, com a participação de altos representantes da indústria e de exibidores, quando o nosso novo programa foi anunciado item por item. A dois e três do corrente, já em Los Ángeles, Mr. Weltner presidiu conferências com os líderes da produção e dos exibidores. Os dias 9 e 12 estavam marcados para idênticas conferênciaser Tóquio. E a seguir, Hongkong (13-16 de out.), Singapora (dias 17-19), Bombaim (20-22), e, mais tarde, conferencias em Roma, começando a 25 de outubro; Paris, começando a 1º de novembro, e Londres a 5 do mesmo mês. Mr. Weltner espera estar de volta em Nova York a 15 de novembro próximo.

Em outra parte desta edição damos uma resenha de 8 páginas das produções acima referidas e uma síntese do "plot" de algumas delas. No mês próximo voltaremos a tratar de novo dêste assunto e então o completaremos com os pormenores da viagem de Mr. Weltner, assaz importante, ao redor do mundo. Poremos em dia, também, outras notícias importantes e que foram preteridas em edições passadas, notadamente em setembro e outubro, pois que tínhamos que dar mais espaço e ênfase ao nosso magnífico novo programa.



Quinn Wins Rio Award for "Wild Is The Wind"

General Manager Stuart B.Dunlap has cabled from Rio De Janeiro in the following laudatory terms:

RIO FILM FESTIVAL CONCLUDED AUGUST 30th WITH ANTHONY QUINN AWARDED GOLD PLACQUE FOR BEST MALE STAR PERFORMANCE IN "WILD IS THE WIND."

MORE PICTORIAL EVIDENCE OF ENTHUSIASM-PACKED MEETINGS ACROSS THE NATION

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BOSTON - Glimpsed at the Paramount Affirmation of Faith Sales meeting in the Sheraton Plaza Hotel -- eminent exhibitor Martin J. Mullin, President of New England Theatres Corp., with John Moore, Paramount Mid-Eastern Division Manager.



BOSTON - At the meeting at which Paramount Eastern Sales Manager Hugh Owen announced the wonderful new product -- Samuel Pinanski, left, President of American Theatres Corp., and Paramount Mid-Eastern Division Manager John Moore.

Telegram from
JOHN MOORE, Boston
To
GEORGE WELTNER, Tokyo

FEEL YOU WILL BE GLAD TO KNOW THAT HUGH OWEN'S BOSTON LUNCHEON-PRODUCT MEETING,COVERING MR. BALABAN'S AFFIRMATION OF FAITH, REPEATED THE ENTHUSIASM AND SUCCESS OF YOUR NEW YORK MEETING. FULLY 90% OF ALL THEATRES IN BOSTON TERRITORY REPRESENTED in 85 ATTENDANCE. HIGH PRAISE QUOTES BY LEADING EXHIBITORS FOR TRADE PAPERS.



THE CALGARY (Can.) ROUND-UP

Calgary Branch Manager Bill Kelly carried the enthusiasm of Toronto home with him and in no time brought to actuality what he (and The Calgary Herald) describe as "the most enthusiastic luncheon in a long time."

Shown above, clockwise from lower left: W.G.Sharp,Sharp Theatre Supplies; Frank Kettner,Kettner & Ross Booking; Paramount Booker Larry Gibson;Don Fox, CFAC Radio Station; Don Thomas,CFCN Radio Station; Art Evans,Calgary Herald; Bill Drever, Editor of Herald; Paul Cardell, Famous Players Calgary Rep.; Frank Kershaw, Western Drive-Ins; Ken Leach, Strand,Variety and Hitchin' Post Theatres; Paramount Manager Kelly; Don Menzies,Manager of Palace,Calgary; Ralph Mitcheltree, Manager of Capitol, Calgary; Sam Slutker, Owner of Plaza, Calgary; Al Genaski, Personal Booking Agency.

(Frank McCool, Managing Editor of Calgary Albertan, and Bill Ivens,City Morning Editor of the Albertan, were inadvertently omitted from left of the picture by the photographer).

AT TOP - A closer look at Messrs Menzies, Mitchletree, Kelly, Leach, Kershaw and Cardell -- and photos of the three men who inspired the event.



RIGHT

MONTREAL - Luncheon at the Ruby Foo Restaurant launching Paramount's Affirmation of Faith here.



PHILADELPHIA - General view of the enthusiastic luncheon held here at the Hotel Warwick. Pleased exhibitors in the foreground, purpose of the gathering in the background, Branch Manager Ulrik Smith at right rear.



PHILADELPHIA - Quartette at Paramount's Affirmation of Faith luncheon at the Warwick Hotel. From left: John Moore, Eastern Division Manager; Hugh Owen, vice-president, Paramount Film Distributing Corp.; Jack Harris, exhibitor and producer of "The Blob"; Jerry Gaghan, columnist for the Philadelphia Daily News.



PHILADELPHIA - Eastern Sales Manager Hugh Owen at the very successful meeting is here shown with eminent exhibitor William Goldman.

¢ As mentioned
¢ earlier,we could
¢ not include all
¢ the wonderful
¢ U.S. and Canada
¢ material in this
¢ issue (nor even
¢ in 20 issues)...
¢ but next month
¢ we will recapit-
¢ ulate all of the
¢ meetings,as well
¢ as those abroad,
¢ and at this time
¢ we hope to try
¢ and satisfy all
¢ who did so nobly
¢ in making a liv-
¢ ing reality of
¢ Paramount's
¢ Affirmation of
¢ Faith in the
¢ Future of our
¢ Industry.



VIENNA, Austria - This car with a public-address system, and un-missable posters, was used to traverse all of the city's main streets and spread the news of the coming of Anna Magnani in "Wild Is the Wind."



Susan Hayward is back in a Paramount picture, and "Thunder In the Sun" is an excellent medium in which to welcome her back. She co-stars with Jeff Chandler and Jacques Bergerac in this epic story of a momentous trek to the West.

Some idea of the very great public interest in "The Ten Commandments" throughout England is to be gleaned from the huge batch of press clippings on the Cecil B.DeMille film received from Jack Upfold, the public relations director on the film for that important territory.

The material is distinguished not alone for its bulk (which is most considerable), but also for the importance of the publications represented.

PARAMOUNT KUENDIGT DER WELT DIE GROESSTE FOLGE NEUER FILMSCHOEPFUNGEN ALLER ZEITEN AN

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Im vorigen Monat gab Paramount der Welt die eindrucksvollste Reihe neuer Filme seit Bestehen der Gesellschaft bekannt. Gleichzeitig erschien Mr. Barney Balabans interessante Bekanntmachung zusammen mit einem Bericht ueber das erste Erscheinen neuer Produktionen gelegentlich der in Kanada und ueberall in USA abgehaltenen Tagungen. Diese September-Ausgabe der PARAMOUNT WORLD wird nirgendwo herausgegeben werden, bevor Mr. Weltner dort seinen Besuch abgestattet hat, es sei denn, dass Mr. Weltner jemanden ernennt, der die Nachricht an seiner statt uebermittelt.

Mr. Weltner verliess New York am 1. Oktober nach einem hoechst erfolgreichen Fruehstueck der Filmindustrie im Astor Hotel in New York, in dessen Verlauf die kuenftigen Filmproduktionen vor erlesenen Vertretern der Vergnuegungsindustrie bekanntgegeben wurden. Am 2. und 3. Oktober hielt er eine nicht weniger erfolgreiche Tagung in Los Angeles ab, zu der Vertreter der Vergnuegungsindustrie und Produktionsleiter erschienen waren. Der 9. und 12. Oktober waren fuer Veranstaltungen in Tokio vorgesehen, danach Hongkong vom 13.-16. Oktober, Singapur vom 17.-19., Bombay vom 20.-22. Danach ab 25. Oktober Zusammenkuenfte in Rom, ab 1. November in Paris, ab 5. November in London. Seine Rueckkehr nach New York ist fuer den 15. November vorgesehen.

In der heutigen Ausgabe haben wir Ihnen auf acht Seiten einen Ueberblick ueber die kommenden Produktionen gegeben, und sofern das moeglich war, haben wir angegeben, wie weit die Arbeit an den einzelnen Filmen fortgeschritten ist. Im naechsten Heft werden wir Ihnen ein vollstaendigeres Bild geben, zusammen mit einem ausfuehrlichen Bericht Mr. Weltners ueber seine Geschaeftsreise um die Welt. Dadurch, dass wir uns im September und Oktober so sehr auf die neuen Filmwerke konzentriert haben, mussten viele andere wichtige Nachrichten zurueckstehen; aber wir werden unser Bestes tun, Sie auch damit wieder auf dem laufenden zu halten.

ROME - Anna Magnani and Paramount General Manager Pilade Levi, as the noted star signs the visitor's book at the German Embassy after having been presented with the Silver Bear for her performance in "Wild Is the Wind."



PARAMOUNTS NYR
PARAMOUNTS NYA PRODUKTION
KUNGORES FOR VARLDEN

* * * *

Förra månadens Paramount World ägnades helt den omfattande nya Paramount-produktionen, den största i bolagets historia. Det innehöll också Mr. Barney Balabans viktiga uttalande liksom en redogörelse för den första lanceringen av de nya filmerna sådan den utformats vid konferenser i Kanada och runtom i Förenta Staterna. Detta septembernummer av Paramount World kommer inte att distribueras någonstans i världen före Mr. Weltners, eller hans ombuds, besök.

Mr. Weltner lämnade New York den 1 oktober efter att vid en lunch på Astor Hotel i New York ha presenterat det nya programmet för ett utvalt uppbåd av biografägare. En liknande, även den mycket lyckad, sammankomst med toppmän inom branschen hölls i Los Angeles den 2 och 3 oktober. Oktoberkonferenser hölls för övrigt också i Tokio den 9-12, i Hongkong den 13-16, Singapore den 17-19, Bombay 20-22 och Rom den 25 oktober. Pariskonferensen tog sin början den 1 november, den 5 var det Londons tur. Mr. Weltner beräknas återkomma till New York den 15 november.

I en sammanfattande åttasidig artikel i detta nummer ha vi tillåtit oss återupprepa samtliga nya filmer, vi ha att se fram emot, och så långt det varit möjligt ha vi även sökt få med de allra färskaste nyheterna. I detta nummer hoppas vi kunna ge en fullständig översikt av produktionen tills dato, jämsides med en utförlig rapport om Mr. Weltners jordenruntresa. Vi lovar också att göra vårt bästa för att få med det viktigaste av allt det nyhetsmaterial av allmänt intresse som hunnit hopa sig under september och oktober, då vi ju uteslutande ägnat oss åt att presentera den nya produktionen.

Texas Hears the A. of F. News



DALLAS, Texas - Luncheon in the Statler Hilton Hotel here as Western Sales Manager Sidney G. Deneau relayed Paramount's Affirmation of Faith message to the top showmen of Texas. Reading from left: Harold (Buster) Novy, of Trans-Texas Theatres; Phil Isley, Isley Theatres; Mr. Deneau; Forrest Tucker, former Paramount player now appearing in "The Music Man"; Bob O'Donnell, president of Interstate Theatres; and Raymond Willie, Interstate Theatres.

Massive Press Coverage...

For a little while after the regional meetings began in the U.S. and Canada we thought we'd be able to cope with the columns upon columns of press space that Paramount's Affirmation of Faith commanded. But we soon gave up: the evidence came in by the bale... So if some stories are here, and your's is not, please try and understand why.

The main thing is that the industry, and the peoples of all of North America know the good news, and are looking forward to the great new Paramount product.

THE MEETINGS AFFIRMING
PARAMOUNT'S FAITH IN THE FUTURE
(Continued from Page 2)

-ness in hand and made a deep and significant impression on all present. The trade press gave heavy and continuing editorial attention to this New York meeting, and carried it on into the other meetings in Los Angeles and all of the divisional headquarters.

We are attempting in this issue to crystalize the spirit and the widespread nature of the national meetings, and next month will carry this forward into the international field as we give a general look at all of the meetings and their international significance.

Unmistakable already is the fact that as world-wide sales representative in implementing Mr. Balaban's epochal pronouncement, Mr. Weltner has emerged as a towering industry figure, one commanding the attention and the confidence of everyone in our industry.

This impression was likewise unmistakable within our own organization as Mr. Weltner followed the Astor meeting with a sales conference in the Head Office Board Room (cover) at which many matters of supreme importance were presented, discussed, resolved and implemented to the complete satisfaction of all concerned. The spirit of unity and harmony at all times evident merely served to Heighten the satisfaction.

During the discussions many sincere tributes were paid to Home Office Paramounteers, notably to Fred Leroy, George Schur, Ben Shectman, Arthur J. Dunne, Jack Roper and Sam Sigman. A particular highlight was a penetrating and most constructive talk made by Robert J. Rubin on matters of very vital concern to all present.

A very-much-missed absentee from the meeting was Branch Manager Lawrence Terrell, hospitalized in Charlotte, N.C., with an appendectomy. A stirring message from all present must have cheered him up a lot.

And so the meetings have gone on around the world, and are continuing even as we go to press. They are carrying the most important news we have ever disseminated, and we trust that next month we will be able to give you an overall picture of the news itself, and who received it right around the world -- and how!



DALLAS - The Affirmation of Faith message now is at the branch-dissemination level - and Branch Manager Frank V. Rule is delivering it. On the receiving end, in the second picture, are Dallas Bookers Bill Dickenson, James Broyles, Dorothy Mealer, James Steele and Madee Bradley. In the third picture, Manager Rule is with Booking Manager Bob Williams and Assistant Booker Bill Wood.



TORONTO, Ontario — Gathering in the Park Plaza Hotel as press, exhibitors and Paramount executives from across Canada attended a luncheon to hear world-wide sales head George Weltner deliver president Barney Balaban's affirmation of faith message to the film industry.

ATLANTA On Friday, October 10 the Atlanta Branch was host for Paramount's "AFFIRMATION OF FAITH IN THE FUTURE" luncheon. Leading Exhibitors, the press, radio and TV representatives and the sales and booking personnel from our Branch attended. Assistant Division Manager Gordon Bradley introduced Mr. Hugh Owen who brought the "message." Not in many years has such a spirit of optimism and enthusiasm been evident. Paramount has, indeed, given the industry a tremendous lift by the action it has taken in assuring theatres the world over of top product in a steady continuous flow. Exhibition and distribution both are heartened and inspired by this great manifestation of faith in the future of the industry that we have loved and for which we have labored so many years. Never has the label of "LEADERSHIP" been more deserving for our great company.

We are fortunate and are appreciative of the fact that we have men of such business character and courage as Mr. Barney Balaban, Mr. George Weltner, Mr. Hugh Owen and other top executives guiding the destiny of the good ship PARAMOUNT.

We of the field have every confidence that with the pictures forthcoming we will do an even better job of maintaining our place of leadership in the field of distribution. We have the "know how". We are now given the "tools" we will go forward - together.

- W. R. Word, Jr.

JOHN MOORE CABLED MR. WELTNER IN SINGAPORE that Philadelphia meeting was enormously successful and that "Eastern Branches pledge you greater effort and delivery than ever before."

Eminent Studio Guests.....

At right are glimpses of the interesting visit to Paramount Studio made by four executives of the celebrated Toho Company of Japan — Mr. Masashi Shimizu, President; Mr. Yutaka Shibayama and Mr. Nagamasa Kawakita, directors; and Mr. Goro Uzaki, the Toho representative in Hollywood.

First: Mr. Shimizu, Dick Powell, and Paramount Vice President Y. Frank Freeman, Studio head..... Then Mr. Shibayama, Mr. Kawakita, Mr. Freeman, Mr. Shimizu, and Mr. Ed Mannix, MGM Studio head..In Third scene, Mr. Shimizu and Miss Nobu McCarthy are very much amused by one of Danny Kaye's antics.





TOKYO - Mr. Weltner, on his tremendously important sales journey around the world, is welcomed at the airport by General Manager N. Metori.



AMSTERDAM - The record stores of this city went for displays on "Wild Is the Wind" in a big way. Here's one, with a big mention of the Anna Magnani picture being at the very popular Tuschinski.

> In a country well governed, poverty is something to be ashamed of. In a country badly governed, wealth is something to be ashamed of.
> - Confucius

パラマウント史上最大の新作品製作計画を発表

本誌は先月号でパ社史上最大の新作品製作計画を発表したが、それと同時にバーニー・バラバン社長が行つた注目の発表に加えてカナダ及びアメリカの各地で行われた会議に於て紹介された新しい作品の報告を掲載した。尚この九月号は世界各地ともウエルトナー副社長又は彼がそのメッセージを託した代理人が到着するまでは発行されないことになつている。

ウエルトナー副社長新計画を携えて全世界を訪問

ウエルトナー副社長は十月一日ニューヨークのアスター・ホテルに映画界始まつて以来と思われる多数の興行者代表を招待して盛大な午餐会を開きパ社の新作品を発表した後、ニューヨークを出発、十月二日三日の両日ロサンゼルスで興行及び製作代表を招待して同様に盛大な午餐会を開いた。続いて東京で十月九日から十二日まで同じく会議を行つた後、香港（十月十三日ー十六日）、シンガポール（十七日ー十九日）ボンベイ（二十日ー二十二日）を歴訪、十月二十五日ローマ、十一月一日パリ、十一月五日ロンドンの順序で新しい製作計画を発表、十一月十五日にニューヨークに帰還する予定である。

新作品の詳細を紹介

本誌は八頁を新作品の要約紹介に当て、更に本号の締切までに集つた個々の作品についてのニュースを掲載したが、来月号では新しい製作全体についての紹介に加えて注目を集めたウエルトナー氏の世界一周旅行の模様を伝えるつもりである。尚九月十月の両月新しい製作計画紹介のため掲載出来なかつた一般ニュースが溜つているので来月号に出来る限り掲載する予定である。

× × ×

PARAMOUNT KONDIGT DE WERELD ZIJN GROOTSTE REEKS VAN FILMS AAN

* * * * * * * * * * * * *

De Paramount world van afgelopen maand kondigde de wereld de meest indrukwekkende reeks van nieuwe films in de gehele geschiedenis van de maatschappij aan. Het bevatte ook Mr. Barney Balaban's opzienbarende aankondiging, en voorts een verslag van de eerste vertoning van het nieuwe product tijdens bijeenkomsten in Canada en in de Ver. Staten. Dat September nummer van Paramount World zal echter niet verzonden worden voordat het bezoek hetzij van Mr. George Weltner of van degenen, die hij afgevaardigd heeft om zijn boodschap te verspreiden, heeft plaatsgevonden.

Mr. Weltner vertrok op 1 October uit New York na een zeer succesvolle bedrijfslunch in het Astor Hotel te New York, bij welke gelegenheid aan de meest vooraanstaande groep van exploitanten in de geschiedenis van dit bedrijf het product werd aangekondigd. Op 2 en 3 October belegde hij een eveneens zeer succesvolle bijeenkomst in Los Angeles, waarbij zijn gehoor zowel uit belangrijke exploitanten als uit leidende figuren van de productie bestond. De periode van 9 tot 12 October werd gereserveerd voor bijeenkomsten in Tokio. Vervolgens Hongkong (13-16 Oct.), Singapore (17-19), Bombay (20-22), en daarna bijeenkomsten in Rome, te beginnen op 25 October, Parijs te beginnen op 1 November en Londen vanaf 5 November. Men verwacht, dat hij op 15 November naar New York zal terugkeren.

(Continued on Page 36)

AUSTRALIA PREPARING TO HAIL MAGNIFICENT NEW THEATRE WITH PREMIERE OF "THE TEN COMMANDMENTS"



MELBOURNE - Mighty proud of the New Barclay are Norman B. Rydge, left, Governing Director of Greater Union Theatres, Ltd., of Australia, and Robert Graham, Paramount Managing Director in Australia and New Zealand.

The Barclay has been built over the old King's Theatre, which had been Paramount's first-release in this city for several years. It is now the pride of Mr. Rydge, and when it opens on December 5th, with "The Ten Commandments," it will be one of the most modern cinemas in the entire world.

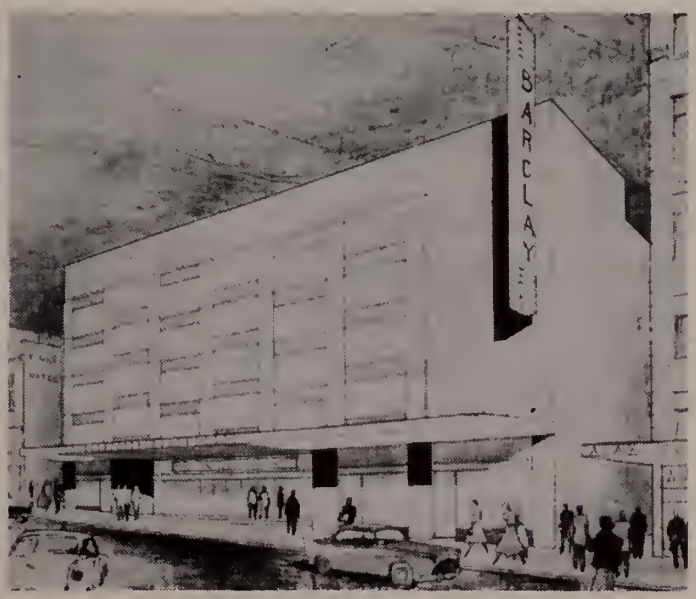


At left, Mr. Rydge speaks to the radio audience of Melbourne about the new cinema.

BELOW

Mr. Graham, on the eve of his departure for New York, also speaks about the new venture, and about some of the aspects of the making of "The Ten Commandments."





Artist's impression of the new Barclay Theatre, Melbourne, now being constructed on the site of the old King's Theatre in Russell Street. Barclay will open late November with the Melbourne premiere of Paramount's "The Ten Commandments."

W E E K S ! ! !

SYDNEY ended with a seas- of on 32 weeks on "The Ten Commandments"; BRISBANE did 12 weeks; ADELAIDE has 19 weeks already, with expectation of 40 weeks; PERTH expects no less than 26 weeks; MELBOURNE engagement about to commence.



BRISBANE - One great aid to the Group Selling campaign on "The Ten Commandments" here was the permission given by Archbishop Duhig for Catholic school children to attend the showings at the Winter Garden Theatre during school hours. Above is one such showing, with the photograph made 30 minutes before screening time, with every seat occupied when the picture began.

The Winter Garden concluded its initial engagement of "The Ten Commandments" on July 24 (it will return there later), after a 12-week period. This is by far the longest run in the 35-year history of the theatre, and total admissions amounted to well over a quarter of the population of Brisbane.



CHRISTCHURCH, New Zealand - Part of the Regent Theatre's fine showmanship campaign on "The Sad Sack" consisted of a contest among children to paint Jerry Lewis. Contestants were ranged in three age classifications, and the entries ran into the hundreds. Shown here are some of the winners.



SYDNEY - Internationally popular singer Billy Eckstine is interviewed in Paramount's theatrette by 2CH (radio) Studio Manager Ken Evans prior to a special preview of Alfred Hitchcock's "Vertigo." Eckstine has recorded a very popular version of the theme song of this film.

Next issue we will have a picture story of the very fine showmanship preview of "Vertigo" aboard the Matson liner "Mariposa" in Sydney. An enormously successful function, too!

SSIONATE WORK ON THE SCREEN ADULTS ONLY



DAVENPORT, Iowa - Above is one of three uses of a basic and very worthwhile showmanship idea for "Desire Under the Elms." Other two are at right, and all have originated in the Tri-States Circuit. One above is at the Capitol Theatre here, Bill Haver Manager.

Idea consists of a continuous outline of a great spreading tree, devoid of leaves but with the bare branches reaching across the front, was painted on the glass doors. Under this, paper cutouts of the two figures from the 24-sheet poster were mounted.

RIGHT



DES MOINES, Iowa - Here's a further treatment of the "Desire Under the Elms" display at the Des Moines Theatre (Tony Abramovich, Manager).

RIGHT



ROCK ISLAND, Illinois - And still another "Desire Under the Elms" example, this one from the Fort Theatre (Bill Towey, Manager). This one stresses the film's stars.



BOSTON - Several fine 'Matchmaker' contests were staged here by Field Rep. Arnold Van Leer in connection with the local release of "The Matchmaker." One (above) was with the Wilson Line which runs excursions to Provincetown. Text of poster reads: "The Wilson Line and Paramount Studios present a Matchmaker Contest..... Should YOUR Match be Tall, Dark and Handsome, Blonde or Brunette. Write Wilson in 25 Words or Less Your Idea of a Match."

This is cover of the stunning Columbia Records album of the soundtrack music from the Sophia Loren-Cary Grant romantic comedy, "Houseboat." Album cover is in full color and makes a most attractive display item.



MORE EVIDENCE OF THE BUSINESS-GETTING POWER OF SHOWMANSHIP



OKLAHOMA CITY - Cooperation between the Harber Theatre and a store for very young people known as Storkville paid off handsomely here when Jerry Lewis' "Rock-A-Bye Baby" played the Harber. The theatre's show-minded Farris Shanbour arranged for Storkville's management to fill the lobby with furniture and other articles usually associated with babies, and set up a regular nurse to take care of babies while their parents enjoyed the picture. Paramount merchandising representative Bob Bixler, who participated in the showmanship, pointed particularly to the device of printing the film's title and the star's name on baby diapers and stretching them across the street from the theatre as illustrated above.

Doubled Showmanship

IN LAST MAY's issue we editorialized about a superb piece of showmanship engineered in a couple of small towns in Denmark by Paramount Manager John Aarshoj. As reported, the cinema in the town of Bagsvaerd closed down, leaving the populace without movies. Nearest cinema was in Villabyernes, and was run by an enterprising exhibitor, Manager Fisker. This gentleman promptly bought a bus for the express purpose of transporting the Bagsvaerd film fans the 5 miles to Villabyernes, and the stunt was a major success right from the start.

So much of a success was it that Manager Fisker, a few weeks ago, sent to England and purchased a double-decker bus, which replaced the old single-decker one.

Tied in with this switch was the enormous business being registered in Mr. Fisker's theatre by "War and Peace" - one of the mightiest cinema successes ever to be registered in Denmark.

"OUTSOLD" IS THE WORD FOR "WAR AND PEACE" IN DENMARK.....The DeLaurentiis-Paramount Spectacle Maintains Top Audience-Winning Pace Everywhere!

* * * * * *



TAIPEI, Taiwan - Massive showmanship via postering on the exterior of the Shin Sheng demonstrates how effectively this draws masses of filmgoers to see "War and Peace." Mighty De Laurentiis-Paramount spectacle has proven one of the most towering box-office attractions ever shown here.



TAIPEI, Taiwan - By night the main showmanship side of the Shin Sheng Theatre literally glowed with the appeal of "War and Peace."

Paramount's Far East Supervisor, S. A. Henriksen, was on hand for the premiere, and it was his pleasure to include the following comment in his report to New York: "I am happy to say that Mr. Fan (Andrew T. Fan, Paramount's Taiwan Manager) has handled 'War and Peace' exceptionally well in all respects."

Grosses on the picture were described by Mr. Henriksen as "absolutely fantastic," stating that it did four times the business of "To Catch A Thief," and three and a half times that of "Court Jester," despite the fact of Danny Kaye being such a great favorite in the Orient.

"War and Peace" in its Taipei run did twice the business of the previous record-holder at the Shin Sheng.

*****

MORE NEWS ABOUT THE SUCCESS OF "WAR AND PEACE" IN DENMARK, TAIWAN AND IN OTHER COUNTRIES NEXT MONTH. THIS RECORD-BREAKER GOES ON AND ON AND ON.



BOGOTA, Colombia - This display is in the lobby of the Tequendama Hotel here and is an invaluable aid to the engagement of "War and Peace" at both the El Cid and Palermo Theatres. The artist's illustration is done in a luminous paint which becomes most effective under the hotel's illumination.



TAIPEI, Taiwan - Day and night glimpses of the giant title of the picture at the Shin Sheng Theatre.

Now Calcutta.....

There's another triumph for "The Ten Commandments" in India, as evidenced from the following cable received by Paramount International's president, James E. Perkins, from General Manager K.S.Vaidyanathan:

OCTOBER SECOND GALA PREMIERE OF "COMMANDMENTS" AT LIGHTHOUSE THEATRE CALCUTTA A TRULY MAGNIFICENT EVENT ATTENDED BY CHIEF MINISTER DR ROY, TOP GOVERNMENT OFFICIALS, CONSULAR CORPS AND PROMINENT CITIZENS. ADVANCE BOOKINGS AND AUDIENCE REACTION EXCELLENT. EXPECT RECORD RUN.

We have received from Colombia Manager Juan A. Sastre a copy of the comprehensive brochure on "War and Peace" being mailed to all exhibitors, newspaper editors, magazine writers, municipal authorities and educational leaders throughout the country. It is a fine, constructive piece of information about a great picture and must be of invaluable aid to the film both before and during release.

WORLD WIDE FILM NEWS!

A comprehensive, 30-page bulletin entitled "The New Complete A, B, C Outline of Paramount International's Publicity, Exploitation and Advertising Services" is now in the mails en route to Paramount branch offices the world over. As indicated by Paul Ackerman, Director of the Department, this A,B,C Outline is "..the open book of your Home Office Advertising and Publicity Department's activities on your behalf."

It is a mighty solid informative and useful publication, packed with practical material just waiting to be put in motion by Paramount showmen around the world.



DJAKARTA, Indonesia - The Globe is the only air-conditioned cinema in Indonesia, and it was one of the two theatres which released "Funny Face" day and date. The other was the Mentang. Both events followed a wonderful showmanship build-up, expertly detailed in an exemplary campaign book forwarded by General Manager Cornelius Vlug. One phase of the campaign was the impressive publicity carried by the three top newspapers - Merdeka, Sin Po and Indonesian Observer.

PEOPLE AND EVENTS IN THE FAR EAST CINEMA NEWS





SINGAPORE - The Cathay Organisation, which encompasses most of South East Asia in film exhibition, distribution and production activities, recently produced in the wilds and longhouses of Borneo, in Eastmancolor, a thrilling feature film bearing the title, "The Virgin of Borneo." When the production was edited and ready for release, Cathay (which is the first-release organization handling Paramount productions throughout this part of the world), brought six of the principal Borneo members of the cast to Singapore.

In the top picture they are shown with the "Miss Elizabeth Taylor" of Singapore, who is in private life Mrs. Laurie Friedman, wife of the Cathay Organisation's chief cameraman. In centre of the picture is the film's star, Narang, who celebrated her 19th birthday in Singapore.

The lower picture shows Narang cutting her birthday cake. Seated, from left, are: Upah, one of the Borneo stars; Narang; Lim Keng Hor, of the Cathay Organisation; and Bawang, another of the Borneo stars. Standing at right is Mr. Ho Ah Loke, Cathay executive producer, who produced the picture, "The Virgin of Borneo."

YUAN KAO, whose Paramount service covers many years of great endeavors in the Orient, and who for the past few years has been a member of the Head Office staff of Paramount International in New York, has just been appointed manager of Paramount Films of Vietnam, Inc. in Saigon, Vietnam.





HOLLYWOOD - With Cecil B. DeMille in this Paramount studio scene are Mr. and Mrs. Dominador B. Ambrosio of Manila, Philippines. Photo was made just prior to the Ambrosios embarking on a round-the-world trip, which is a combination honeymoon and official tour. Mrs. Ambrosio is the newly elected president of the International Federation of Women Lawyers, and will visit 18 countries in this capacity as well as serving as personal envoy of goodwill for President Carlos P. Garcia of the Philippines. Mr. Ambrosio is also an attorney, and is a lay reader of the United Church of Christ in the Philippines.



DJAKARTA - "Gunfight At the O. K. Corral" premiered simultaneously in four first-run theatres — Astoria, Grand, Cinema and Happy. The premiere was advertised, in part, by the above street ballyhoo. Note the motive power which guided the huge cart to all parts of the city.

The four cinemas showing "Gunfight" and the two premiering "Funny Face" marked the first time in history that one film company was able to book, with just two pictures, all six houses of Associated Cinemas.



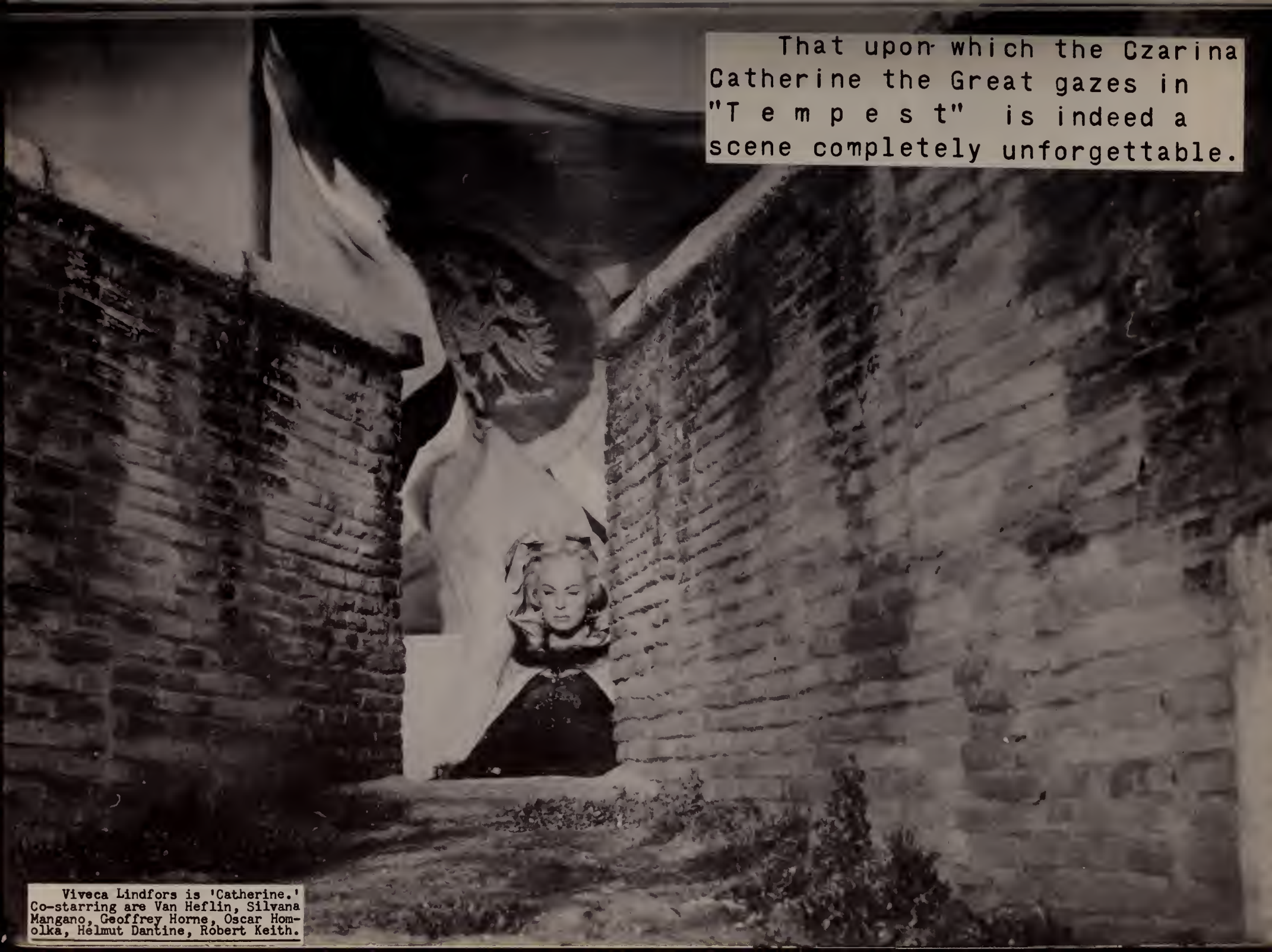
HOLLYWOOD - The nimble faced 'elf' shown both at top and below is Frankie Sakai, who has been identified as the "Mickey Rooney of Japan's show business." Above he is with the Japanese wrestler Ryuzo Demura, who has a most important part in the Jerry Lewis comedy, "The Geisha Boy." Below, he is listening to one of Jerry Lewis' gags, and appears to be turning it over in his mind before responding.



LEFT

Important Japanese film visitors on the Paramount lot. (1) On set of "The Hangman": Gary Cooper, Jack Lord, Nobu McCarthy, Masashi Shimizu, Fess Parker, Tina Louise, Robert Taylor, Nagamasa Kawakita, Goro Uzaki, Yutaka Shibayama. (2) The official luncheon in the Paramount Cafe. (3) Messrs Sessue Hayakawa, Kawakita, Cooper and Shimizu.





That upon which the Czarina Catherine the Great gazes in "T e m p e s t" is indeed a scene completely unforgettable.

Viveca Lindfors is 'Catherine.' Co-starring are Van Heflin, Silvana Mangano, Geoffrey Horne, Oscar Homolka, Helmut Dantine, Robert Keith.

INTERNATIONAL NOTABLES IN THE PARAMOUNT S C E N E



KONA, Hawaii - Hal Wallis not only makes "the big ones" for the world's screens - he also catches the "big ones" when he goes fishing. On a Hawaiian vacation after completing "The Last Train from Gun Hill," here is what he hooked into -- and landed!



HELSINKI, Finland - At the premiere of "The Ten Commandments" at the Aloha Theatre, Mrs. I. Viljanen is greeted by Paramount Manager Kurt Troupp. In the background are Army Commander (deputy) General I.Viljanen and Consul General A.Himberg.



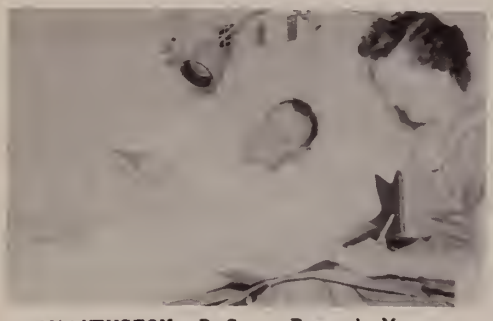
TORONTO - At Paramount's memorable product meeting at the Park Plaza, John J.Fitzgibbons, President of Famous Players Canadian Corp., stresses a showmanship point to George Weltner and Gordon Lightstone, while, at left, Jerome Pickman and Win Barron listen with interest.



NEW YORK - Paul E. Ackerman, Paramount International's Director of Advertising, Publicity and Exploitation, who has been elected chairman of the International Film Relations Committee of the MPEA (Motion Picture Export Ass'n).



BOGOTA, Colombia - Latin American Division Manager Henry B. Gordon, left, greets Carlos Casavilla, who recently joined the Paramount organization in Colombia as Assistant Manager.



WASHINGTON, D.C. - Branch Manager Herb Gillis was hospitalized following a spine operation when this picture of him dictating Paramount matters to his secretary, Mrs. Ruth Smith, was made. But nothing prevented his being present at the sales meeting in New York (see cover) a couple of weeks later.



MEXICO CITY - James E. Perkins, president of Paramount International Films (at left), is met at Mexico City Airport by Antonio Sastre, Paramount Manager in Mexico.



STOCKHOLM - Paramounteers of Sweden were eager for autographs of Inger Stevens when the co-star of "The Buccaneer" visited this city recently on a family visit. Standing beside her in the Paramount office as she writes are General Manager Paul Flodin and Publicity Manager Mrs. Kari Thomée.



ATLANTA, Ga. - Division Manager Gordon Bradley and Mrs. Bradley at a Paramount party held to celebrate a recent sales ctory.



A good leader takes a little more than his share of blame; a little less than his share of credit.
- Arnold H.Glasgow

HOLLYWOOD - Danny Kaye, making "The Five Pennies," shares a good joke with Miss Kazuko Komori, who was visiting the studio on behalf of Japan's eminent film publication, Eiga-no-Tomo.

THE CONTINENTAL CINEMA SCENE AWAITS WITH INTEREST PARAMOUNT'S GREAT PRODUCT NEWS





BELOW

PARIS - Crowd scenes at one of the three Paris cinemas showing "The Ten Commandments" following the 32 wonderful weeks at Le Paramount.... This is the Gaite-Rochechouart, one of the best cinemas in Montmartre..AT TOP Crowds at the Miramar.

HELSINKI - Last month's issue recorded Finland's capital as a new success centre for "The Ten Commandments." Latest news from Helsinki is even more up-beat. Shown above are, (a) exterior of the renowned Aloha Theatre, and (b) one of the many top store windows announcing the greatness of the Cecil B. DeMille film.... The Aloha Theatre is strategically situated at the curve of a main street so that it can be seen 15 blocks away - hence the importance of the front-of-house display.



AMSTERDAM - Four famous Dutch actresses gather in Paramount's projection room for a screening of "Wild Is the Wind." Reading from left: Enny Mols-de Leeuwe, Mimi Boesnach, Peronne Hosang and Elise Homans.







CAIRO, Egypt - Management of the Rivoli Theatre here made excellent use of a radio equipped publicity car in telling the Cairo film fans about Lana Turner's "Another Time, Another Place." Here's the car against a typical Cairo background (with part of the landscape quite reminiscent of a major scene in "The Ten Commandments."





SAN SEBASTIAN, Spain - Fine, reverent view of Alfred Hitchcock in one of this city's 14th Century churches. Photograph was made when Mr. Hitchcock was here a few weeks ago seeing his "Vertigo" given a high award at the Film Festival.



SAN SEBASTIAN - While Alfred Hitchcock was here attending the Film Festival, and seeing "Vertigo" honored with a high award, he and his wife were also honored by being allowed to enter the Festival theatre under this canopy of swords.

VIENNA, Austria - The record based on Anna Magnani's "Wild Is the Wind" proved to be a best-seller in this city, and got a big advertising play in windows of the top record shops. Here's one of them.

THE WONDERFUL WORD GOT AROUND IN THE PRESS

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PARAMOUNT BETS ON THEA
WILL ACCELERATE PRODU

Our Future "With You," Exhibitors Assured At N.Y. Meeting

NEW YORK—Paramount is placing its bets on the motion picture theatre.

The company will place at least 20 pictures in the multimillion-dollar category into release in the next year, and will back its merchandising program "with momentum, with manpower and with money."

MORE THAN 100 ATTEND

This was the crux of the message the company had to deliver to more than 100 circuit executives and independent exhibitors at the first U. S. "faith-in-the-future" meetings which Paramount will stage in more than five-score cities throughout the world. The exhibitors attended a luncheon meeting in the Hotel Astor Monday (29), at which George Weltner, vice-president in charge of worldwide sales, revealed com-pany plans for an increased prod- motion pictures.

At the s- rum-



George W... addressing exhibitors at New York meeting.

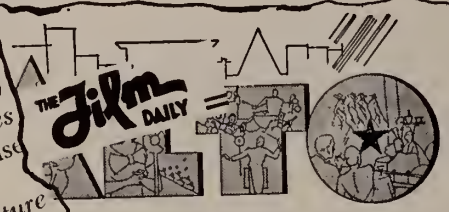
bring to bear "The Five Pennies"... usiness abil...

MOTION PICTURE EXHIBITOR

e real industry importance is in Paramount's announced ans for the future. We can only hope for a further return o the once famous slogan: *"If it's a Paramount Picture. . . . it's the best show in town!"*

So, to Barney Balaban, to George Weltner, and to the other men of Paramount, go our wishes for good luck with your meetings and with your future objectives! Give us the big 20 boxoffice pictures next year, and we'll argue about "sales policies" then. There is neither judgment nor common sense in doing otherwise!

George Weltner finished his New York speech: *"Our future is in the theatre with you, and we at Paramount know it. We are all in this tremendous effort together; in partnership—a full partnership. LET'S GO TOGETHER!"* We agree!



L M. DALY

unt's able vice-president in ...ulated on the interesting and ...mpany's product program that he is ... in progress. . . . The consensus appears to be ...ulating discussion accompanied by slide projections purpose. . . . That purpose, of course, is to imbue the ...ce with the spirit of "faith in the future" enunciated by President Barney Balaban. . . . Balaban holds that the industry could be in store for a great renaissance, and Weltner, who has set 100 similar meetings throughout the U. S., and the world, obviously has taken the industry recession bull by the horns and is about to throw that ugly animal for what could amount to a big loss. . . . The Paramount campaign can only succeed, the way Phil M. sees it.

The Fort Worth Press 35

EVIDENCE OF TUCKER'S continuing devotion to ... movies, he attended a Paramount Pictures luncheon yeste... day at the Statler Hilton. There, for newsmen and exhib... itors, Paramount executive Sidney Deneau of New Yor... outlined Paramount's impressive line-up of films for 1959.

They include "Guns Up!", first Western for Marlon Brando. Marlon, by the way, is one of Hollywood's Chosen Five cited by Tucker.

Deneau, Paramount Western sales manager, said that never before has Paramount scheduled so many million-dollar-plus films in one year as for 1959.

MOTION PICTURE DAILY

EDITORIAL

Exhibitors React

By Sherwin Kane

EXHIBITOR reaction to Paramount's announcement of its increased schedule of high budget productions for the coming year at the meetings held in New York, Los Angeles and Toronto has been, as might reasonably be expected, one that evidences added encouragement and increased determination to help themselves by seeking the maximum audiences for all such product available to them.

•

In a sense, Paramount thus has not only reaffirmed its own confidence in the industry's future but also has endowed many an exhibitor thereby with renewed faith in his own theatre and its potential.

It is fair to assume, too, that there will be a comparable exhibitor reaction in each area in which the remaining 97 exhibitor luncheon meetings are convened to hear the Paramount message from world sales head George Weltner and his aides. The itemization of more product and more important product always is basic, insofar as exhibition is concerned.

•

When that message comes on the heels of fairly widespread apprehension among exhibitors that Paramount may have elected to liquidate its major motion picture assets in favor of concentration on the electronics and communications fields, it is that much more welcome and reassuring, especially to those who are present to hear it at first hand.

The net result of Paramount's 100 exhibitor meetings must inevitably be of real value to the industry at large, as well as to the company.

•

From Barney Balaban's message reaffirming his own and his company's faith in the future of motion pictures must flow, in ever-widening circles as it is heard by exhibitors the world around, a re-birth of showmanship and a renewal of down-to-earth picture selling.

It is, in fact, a business-building message that in its...

The Beverly Hills Citizen Oct. 3, 1958

PARAMOUNT PERKS TR...
WITH BIG NEW LINEUP

By FRITZI BLOCKI

To further emphatically confirm Paramount's enthusiastic faith in the future of the motion picture business, as first expressed on August 26, by prexy Barney Balaban, Paramount held the second of a proposed schedule of 100 similar meetings which will be held all over the world, yesterday at the Ambassador Hotel.

At the speakers ...

ducing at least 20 ... dollar productions ...

The Paramount ... chief said also, "the ... budget limitations ... mount productio... justify its inv... tion of the lis...

"Housebo... Grant ... Gei...

16 THE TELEGRAM, Toronto, Mon., Sept. 8, 1958

It's Your Business

Balaban Offers A Challenge

By DEVON ...
Financial ...

Mr. Film Exhibitor, what's ... The Purple People Eater's ar... "Why, eatin' purple people." H... rock 'n roll ...

Affirmation of Fait... in the Future.....

NOTHING BUT PRAISE OF T... HIGHEST ORDER, AND THA... OF THE MOST FERVENT KI...

CINEMA SCENE IN GREAT BRITAIN HIGHLIGHTED BY "VERTIGO" AND OTHER TOP HITS

SHOWMANSHIP EFFORTS ON "KING CREOLE" AND OTHER PARAMOUNT HITS HAS BEEN TERRIFIC - AS YOU'LL SEE NEXT MONTH

****



LONDON - A closer shot of the vast and seemingly endless queues all feeding into the Odeon's fascinating offering — Alfred Hitchcock's best thriller, "Vertigo."



LONDON - Striking front of the Odeon on Leicester Square reflects the excitement generated by Alfred Hitchcock's production of "Vertigo." The queues, stretching in both directions, can be seen in back of the arriving cars which are bringing still more customers to the Odeon.

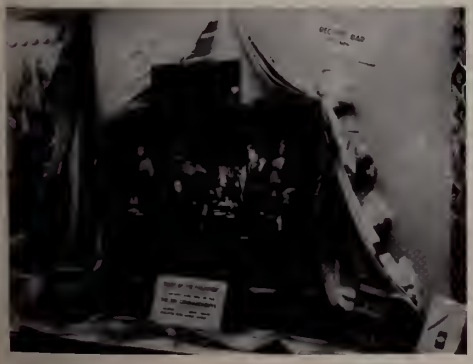


NEWCASTLE-ON-TYNE - One of the most effective book windows we have seen pictured in any part of the world is this Newcastle one. Note particularly the effective card in the background which tells one and all that "THE BIBLE continues to be the World's Best Seller."



LONDON - This slightly out-of-focus picture reveals that the photographer was still rocking with laughter from "Rock-A-Bye Baby" when he clicked the shutter across the street from the Plaza.





DONCASTER - One of the city's foremost department stores devoted a prominent window to this very effective and very dignified presentation of the 'Feast of the Passover' in observance of the local showing of "The Ten Commandments" at the Odeon Theatre.



RIGHT

LONDON - In the interim since our last general issue, the Odeon Theatre also had a huge success with Elvis Presley's "King Creole," as these pictures show.

Next month we'll have a comprehensive showmanship on "King Creole" in Britain. It's honey!

Exhibitor Praise.....

Here's a telegram received by Mr. Weltner from Mrs. Vera L.Cockrill - eminent exhibitor, of the Denham Theatre in Denver:

TODAY'S "FAITH IN THE FUTURE" LUNCHEON HAS INSPIRED AND ENTHUSED ALL OF US. THE DENHAM AND DENVER JOIN THE CHEERS OF THE NATION FOR PARAMOUNT FOR 1959.SINCERELY



ATLANTA, Ga. - Sales Manager W.R. (Willie)Word at the recent Paramount party here celebrating a victory in the matter of film shipments. And with him is Mrs. Word.



NEW ORLEANS - The world premiere of "The Buccaneer" has been set for Dec. 11th at the Saenger Theatre. Victor H. Shiro (l.), councilman-at-large and acting mayor of New Orleans, presents Henry G. Plitt, president of Paramount Gulf Theatres Inc., with a scroll honoring Cecil B. DeMille and proclaiming December 11th as Jean Lafitte Day.

BRAZIL's new announcement portfolio,detailing the glowing new product for 1959, is a handsome document from the artistic standpoint, a solid document from the prestige standpoint, and a priceless document from the exhibitor's standpoint.

It reflects enormous credit on all concerned with its production.







CONTINUED FROM PAGE 14

legislature's session. He is very confident of the outcome, since success would be a great boon to show business.

Terry Bohiem, Cashier in St. Louis branch, is spending her vacation in Minneapolis,and was in to say hello. We all hope she'll come back.

Laura McGuire, Branch Manager's Secretary, helped her parents celebrate their 25th Wedding Anniversary by presenting them with a China plate engraved with silver.

PHILADELPHIA Newcomer Stanley Smithers welcomed to the booking department this week. Smithers, a veteran in the industry, should add a lot of help to the department . . . . "HOUSEBOAT" was screened for the employees; each and every person agreed that here was a picture we all had been waiting for . . . . . consensus of opinion was that the picture must wind up with the top grossers of the company . . . . Vice President Hugh Owen a very welcome visitor to the branch . . . . . Cashier Beverly Wish leaving our midst to move way out west with her folks . . . . . the branch wishes (no pun intended) Beverly and her hubby good luck in their new location.

- John Kane

BUFFALO Fran Lynch, who joined our staff from albany, has accomplished the impossible; he has found a house in Buffalo, and we eagerly await the early arrival of the Lynch family.

Ken Reuter, Booker, together with Jo-Anne, has returned from vacationing at Schroon Lake, N. Y. . . . . Mr. George Schur was a recent and most welcome visitor.

Frank Saviola, city salesman, is progressing satisfactorily from his recent accident in which he unfortunately fractured both legs. Frank's address is - Meyer Memorial Hospital, Section H-2, Room 204, Grider Street in Buffalo, New York. We know that Frank would greatly appreciate hearing from his many Paramount associates.

Salesman Mike Jusko has found his winter weekend project. He is remodelling his basement into a recreation room. We all hope it is completed before he starts changing diapers when the expected fourth arrival comes along. His time will be at a premium after that.

--Hugh A. McGuire

CHARLOTTE Summer is over and our business experience was a happy one with blockbusters such as "VERTIGO", "KING CREOLE", and "ROCK-A-BYE BABY". Pictures of this caliber have made our company the finest in the business.

We held a sneak in the Carolina Theatre recently on "HOUSEBOAT". The theatre was packed and the audience reaction was great. There was no doubt but that everyone was thoroughly entertained.

It was encouraging to read Mr. Balaban's impressive and timely statement regarding the future of Paramount and the great motion pictures to be released within the near future. Certainly it is a great challenge to all of us to turn in a performance in keeping with the finest Paramount tradition.

- Joe Cutrell

Greetings from the TAR HEEL STATE . . . Mrs. Myrtle Parker, Secretary to Lawrence Terrell, Branch Manager, Denver, Colo. to attend the 5th annual convention of the Association of the Women of the Motion Picture Industry. She is Vice-President of the Association.

Miss Ruth Brown, booking clerk, went to Myrtle Beach, S. C. and also attended the Southern 500 Races at Darlington, S. C.

We are happy to have Jake Neil, Booker, back with us after several weeks absence due to injured back. His face is a welcome sight around the office.

"House Full" describes the Carolina Theatre when HOUSEBOAT was shown at a sneak preview. Judging from the laughter, and remarks, have a sure hit with this delightful family picture.

--Mildred Hoover

WASHINGTON, D.C. Mr. Herbert Gillis, Branch Manager, has shown rapid recovery following surgery. So much so, he was able to attend the Paramount Affirmation of Faith sales meeting in New York.

Mrs. Josephine Evans, Booker's Clerk for many years, has resigned to join the Navy Department as a civilian employee.....Mrs. Mildred Donn joined our office staff as Booker's Clerk, succeeding Mrs. Josephine Evans.

Our vacationers for the month of September were George Kelly, Salesman; Albert Land-

(Continued on Page 38)

ST. LOUIS - Our lead-off picture shows Branch Manager Harry Haas catching up with the mail that accumulated during his sales meeting trip to Los Angeles. Second snap has Salesman Joe Benedick looking up from his work just long enough to have his picture taken. And the third snap shows Jerry Bahner, Office Manager-Head Booker, shaking hands with exhibitor Charlie Beninati, who is all smiles over completion of his contract for showing "The Ten Commandments."

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MULTIPLE ENGAGEMENTS HIGHLIGHT THE NEWS FROM LATIN AMERICA





MEXICO CITY - Paramount International President James E. Perkins was here on a business trip early last month. He is shown at luncheon seated between two eminent showmen of Mexico — Sr. Gabriel Alarcon, Sr., and his son, Gabriel, Jr. Seated at right is Arthur L. Pratchett, Paramount's General Manager in Mexico.



RIO DE JANEIRO - Following completion of his co-starring role in the Paramount release, "Thunder In the Sun," Jacques Bergerac visited his Brazilian metropolis and called at the Paramount head office. He was accompanied by Academy-Award-winning Dorothy Malone (who was leading lady in the Martin and Lewis comedy, "Artists and Models"), and they are shown above with Oswaldo Leite Rocha, Paramount's ace publicity and advertising director for Brazil.



BOGOTA, Colombia - Latin American Division Manager Henry B. Gordon, and Mrs. Gordon, at right, arrive here en route to New York. At the airport to meet them were Juan A.Sastre, Manager for Colombia, and, at left, Carlos Casavilla, newly appointed Assistant Manager.

BUENOS AIRES, Argentina -- Scenes like the one above, and the other lower on this page, were responsible for Managing Director Hugo Stramer sending the following cable to Paramount International President James E. Perkins:

"NIGHTS OF CABIRIA" FIRST WEEK BUENOS AIRES 200% OVER FIRST WEEK "LA STRADA". CRITICS AND PUBLIC RAVING. CONGRATULATIONS TO ALL.

"Nights of Cabiria" had been released simultaneously not only in the Metropolitan and Normandie (pictured), but also in the Astor, and in the first four days of this release, a total of 58,700 tickets had been sold.

The mighty campaign of showmanship on "The Nights of Cabiria" had followed on a similar massive campaign on "Wild Is the Wind," which had premiered on September 16th simultaneously in the Opera and the Premier. Thus Mr. Stramer had been able to commence his report with this incisive sentence:

"This week Paramount is illuminating the marquees of the five best release houses of the Lococo circuit."

Mr. Stramer's report emphasized the powerful showmanship campaigns which had accompanied both premieres. In the case of "Wild Is the Wind," magazines carried pictures and stories of Anna Magnani for months, while her record of "Scapricciatello" was played on all important radio stations. All of this, and much other very commendable showmanship effort paid most handsomely at the five box offices already mentioned.

(BELOW) Exterior of the Normandie, Buenos Aires.

BELOW

RIO DE JANEIRO - Messrs Arthur Coelho, Carlos Fonseca and Oswaldo Leite Rocha examining the actual properties used in making "The Ten Commandments", and sent here in connection with Brazil's Film Festival.





GUAYAQUIL, Ecuador - Latin American Division Manager Henry B.Gordon arrives here for the premiere of "The Ten Commandments" at the Presidente Teatre. From left: Sr.Hector Espinel Mendoza, owner of the Presidente; Paramount's Central America Manager, Mario Ghio; Dr.Teodoro Alvarado Olea; Miss Elida Gonzalez, in charge of Latin American publicity on "The Ten Commandments; Mrs. H. B. Gordon; Sra. Alvarado Olea; Mr. Gordon; Sr. Xavier Alvarado, Editor of Vistazo.





BRUSSELS - Another very effective example of the high degree of showmanship infused into the posters of Paramount product by the ace publicity staff here. Picture in this instance is the Clark Gable -Doris Day mirthfilm, "Teacher's Pet."



HOLLYWOOD - Awards are rolling in for Hal Wallis. Here he is chatting with Jerry Lewis while each is holding an award won by a Wallis production.

Wallis holds the Bombay (India) Film Critics' Award for "The Rainmaker." The critics voted this Burt Lancaster-Katharine Hepburn co-starrer "the best foreign picture of the year" to be shown in their area. Jerry Lewis holds the "Picture of the Month" award from the magazine Seventeen, for Hal Wallis' "The Sad Sack" which starred Lewis.



ROME - Scene at German Embassy as Anna Magnani received Silver Bear won at Berlin Film Festival for "Wild Is the Wind." From left: Ambassador von Klaiber, General Manager Pilade Levi, Anna Magnani, Herr Schulte, Berlin Film Festival rep. in Rome; and Herr Sattler, cultural attache of the German Embassy in Rome.

LA PARAMOUNT ANNUNZIA AL MONDO LA SUA PIU' GRANDE SERIE DI FILM

* * * * * * * * * * *

Il nostro bollettino dello scorso mese annunziava al mondo quella che costituirà la più splendida sfilza di nuovi lavori che la nostra Casa ricordi d'aver mai posseduto. Pubblicava altresì il poderoso annunzio di Mr. Barney Balaban e conteneva anche una relazione sulle varie riunioni tenutesi in Canadà e in diversi punti degli Stati Uniti per il lancio dei primi film della nuova stagione. Senonchè quel numero di Settembre del nostro Paramount World non verrà distribuito in nessuna parte del mondo prima della visita di Mr. George Weltner o di chi sarà da lui delegato a portarvi il suo messaggio.

Mr. Weltner ha lasciato Nuova York il giorno 1° Ottobre dopo un riuscitissimo pranzo ufficiale in suo onore all'Hotel Astor durante il quale una delle più imponenti rappresentanze degli Esercenti cinematografici è stata messa al corrente di tutte le nostre nuove pellicole. Il 2 e 3 Ottobre Mr. Weltner ha partecipato ad una simile ed altrettanto riuscita riunione a Los Angeles alla quale hanno presenziato importanti personalità sia del ramo produzione che di quello dei gestori di sale. E così di seguito, lungo tutto il viaggio, con date fissate per il 9 al 12 Ottobre per le riunioni a Tokio, e poi Hong Kong (13-16 Ottobre), Singapore (17-19), Bombay (20-22), Roma a iniziare dal 25 Ottobre, Parigi dal 1° Novembre e Londra dal 5 Novembre. Dopo di che Mr. Weltner dovrebbe far ritorno a Nuova York il 15 Novembre.

Come vedete, otto pagine del presente numero sono state dedicate alla ricapitolazione della nostra nuova produzione, con tutti i dati possibili su ogni singolo film fino a questo momento. Nel numero del prossimo mese completeremo la storia mettendovi a giorno sul resto dei lavori e vi daremo nello stesso tempo tutti i dettagli dell'eccezionale viaggio d'affari di Mr. Weltner in tutte le parti del mondo. Faremo anche del nostro meglio per includere tutte le notizie di carattere generale che si sono man mano andate accumulando durante questi ultimi mesi di Settembre e Ottobre che abbiamo preferito dedicare in massima parte ai nostri magnifici nuovi film.



NOW THAT THE HURRICANE SEASON IS OVER..... PREPARE FOR "T E M P E S T"

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(CONTINUED FROM PAGE 24)

Wij hebben in 8 bladzijden van dit nummer het gehele product in het kort samengevat en wij hebben getracht zoveel mogelijk het laatste nieuws over elke film te brengen. De volgende maand zullen wij het complete productie-verhaal publiceren, gelijk met een volledig overzicht van Mr. Weltner's opwindende wereldtournee. Wij zullen dan ook proberen zoveel mogelijk algemeen nieuws te brengen, dat zich gedurende de maanden September en October opgehoopt heeft, daar wij toen onze volledige aandacht geconcentreerd hebben op het prachtige nieuwe produc

"THE MOUNTAIN IS YOUNG" ALREADY THRILLING WORLD AS A NOVEL...REVIEWS ON THIS PAGE REVEAL THIS.



NEW YORK - Ranking Nepalese representatives to the United Nations are guests of Paramount Pictures Corporation at a banquet in the Cotillion Room. Present, clockwise from left: Mr. N.P.Thapa, Nepal; Mrs. Fay Allport, Russell Holman, Eastern Production Mgr.; Mrs. George Weltner; H.E. P.B.Shah, Foreign Minister of Nepal; Adolph Zukor; Miss Madhuri Shah, daughter of Foreign Minister; James E. Perkins; S.B.Shah, brother of Foreign Minister; Hiller Innes, Paramount; Mrs. Mildred Loew, daughter of Mr. Zukor; H.E. R.B.Shaha, Nepalese Ambassador to the United Nations; George Weltner, Mrs. J.E.Perkins, Dayaram Bhakta, First Secretary to the King of Nepal; Miss Toshi Suzuki, of Tokyo.

Well Met in Nepal

THE MOUNTAIN IS YOUNG. By Han Suyin. 511 pp. New York. G. P. Putnam's Sons. $4.95.

By FREDERIC MORTON

IN the foothills of the Himalayas—between the dark plains of India and the snowy attic of the world—there hovers a golden valley: the kingdom of Nepal, heady with hyacinths, lavish with gods, waiting for a novelist.

The novelist has come. Han Suyin, who already proved in "A Many Splendored Thing" that she can turn an exotic mesalliance into a holy passion, is playing matchmaker once more. Now she brings together a white, withered lady writer and an Asian engineer. The lady is tethered down by a paunchy-souled husband. The engineer builds a dam high into the Tibetan crags. But Nepal, like a magical friendship club, makes them one. Their voyage toward one another through the multi-colored temples of the capital Khatmandu is the burden of Miss Suyin's novel.

Novel? Miss Suyin has created something more and something less than that. "The Mountain Is Young" often resembles a libretto, liltingly written, with gorgeous stage directions. Miss Suyin's prose leaps to all visual nuances, from the floral interiors of the Rana palaces to the chill sovereignty of Mount Everest and its awesome retinue of peaks. She can celebrate the gentian and jasmine of spring in the valley, the wings of the egret, the kingfisher jubilant over rhododendrons. She makes graphic exhilaration of farce in the flat, outrageous British style. Miss Suyin is very good at it; impales the antics of a U. N. bureaucrat who has a vested interest in international goodwill; highlights the comic, but graceful way in which the Nepalese upper crust combines Oxonian diction with Oriental indirection.

Miss Suyin excels at panoramas, at landscapes social or natural. When it comes to persons, her tunefulness shrills into the operatic. People, she divides a bit too neatly into paragons and abominations. The first tend to be the pure happy pagans of Nepal; the last, the narrow Christian, the secre intruders from the that is complex an tory in the human that's abrupt and Miss Suyin somet note of theoretically bothers to dramatiz

Our heroine's hus most soddenly middl uniformly repulsiv who ever abused the vow. Our heroine's exhaustive catalogue virtues: slim, tall, t divine lighter of cig scholar whose readi from Catholic hagio the last wisdoms of His virility is unutte baritone voice reson countenance beauteous he cries out for the f ment of Vista-Visio Brynner would be choice in casting.)

There are many ph ecstasies and many transports in this book how they don't shed mu on the sequestered cha

FICTION

Love and Lust at 4,000 Feet

"The Mountain Is Young," by Han Suyin (Putnam. 511 pp. $4.95), tells about the romance of a cool Englishwoman and a Nepalese engineer, in the exotic land of the Himalayas. Anglo-Indian critic and novelist, Aubrey Menen is the author of "The Backward Bride" and "The Abode of Love."

By Aubrey Menen

THE trouble with Han Suyin is that there are two persons inside her and they do not blend.

Let me at once make clear what I mean. I am not speaking of the fact that Han Suyin, like the writer of this review and every person who reads it, has mixed blood. I mean something much more interesting, namely, that Han Suyin is a writer of extraordinary talent, but at the same time she has the misfortune of being a woman.

This is always a difficult state of affairs, especially when the writer is not content with producing book, but wishes to write George Eliot succeeded (but a woman?), whereas most writers give up, or repeat the

Han Suyin, in her third nov not repeat herself. She is st original. In 1956 she was in witness the coronation of the King of Nepal. She decided to put down her observations of the people and the country in the form of a novel. The result is a piece of descriptive writing as fine as anyone would wish to read. At first she gives way to a mountain mood: "Everything becomes colorfu significant, charged with emotion meaning when you are up 4,000 fe But soon her deep sense of rea begins to assert itself and she becom aware that "this is by no means Shangri-La, but merely another undeveloped Asian country with . . . great wealth for a handful of aristocrats, misery for most of the population, sanitation nonexistent, disease rife, pi-dogs and filth, sacred fat cows

Many Splendored Love

THE MOUNTAIN IS YOUNG. By Han Suyin. Putnam. 511 pp. $4.95.

"What I need is a man, a tall, dark 'n' handsome honey of a man," says Anne, the heroine of this new novel by the author of "A Many Splendored Thing."

Actually, Anne has a man, her dull, cranky husband. And after 200 pages—this book is a slow-starter—she has another man, Unni, an Indian (the book is set in Nepal).

It's easy to see why Anne pr fers Unni to John. Here is description of poor John:

Sitting in the bathtub, ru his stomach, the hair on hi looking like small weeds dition, he's constipated a with a hot water bott

And here is Unni:

Tall, with a voic honey, lean hard f handsome," one if. "Like a bronz shoulders. Thos those long cuis nifique! Telle

Lots of ec ple prose,

talent for this kind of thing. The book hasn't quality of "A Many Sple Thing;" it should app 'he Fran- ces Park ience. Mme. "just s not p

'The Mountain Is

Book Review by John K. Hutchens

THE MOUNTAIN IS YOUNG. By Han Suyin. Putnam. 511 pages. $4.95.

TO THE little kingdom of Nepal Han Suyin brings, in her long, lush and lyrical new book, the authority that stamped her portrait of Hong Kong in "A Many-Splendored Thing" and Malaya in "... And the Rain My Drink." Still, there is a difference, and it is not merely one of background. Those earlier works were somewhere between novel and autobiographical documentary. Her latest one, for all the many moments in it that suggest a travelogue in the brightest colors a film could capture without actually blinding its audience, is a novel. There may be two schools of thought about this.



Suyin of this recurren ardor In t at climact Ford feels l liquid fire. It your correspo report that this for some lence. The lighte fear, are more ap late about the poss. arson.

You Can See It

This bulletin novel, and virtue ter (sever Suyin of the you hav tain Is that sens only the you, a Col Kipling. reporter's fla that suddenly whole culture when even good to fear drama might turn into if they aren't caref the courage of her which are intense. But then she has story in the foreground magnificently created Story means people, an Suyin's gift for any more than the most eler tary portrayal of imagi character is—well, limit The result is a stunning spe tacle rather than a livin novel, which would be neither

a dan an Indian, pi I am interested strange lot, with whom connection. But Unni is ful manly virtues and has no fault what-



A MANY-SPLENDORED WOMAN: Han Suyin, Far East specialist in sex and socialism, has been accused by various critics—not necessarily literary—of being vain, succcssful, selfish, domineering, arrogant, and immoral. She also has been called an exhibitionist and a Communist. But nobody has ever accused her of not being interesting. She is.

I first met her at a cocktail party in Hong Kong in January, 1951—a

this sap in mediates. Han

in the teeth in Korea and she was plainly pleased by this turn of events.

She was writing a book and wanted me to read the manuscript. While I read she sat on the edge of her chair in my room at the Gloucester Hotel. After two chapters I handed the manuscript back to her. I didn't know much about her, except that she was a doctor and there was something about a love affair with Ian Morrison, the London *Times* correspondent who was killed in the Korean war. But she could write.

The book, of course, was "A Many-Splendored Thing," a thinly disguised account of her Hong King idyll with the blue-eyed Englishman before he went off to Korea and got blown up by a land mine. "A Many-Splendored Thing" did rather well for both its publisher and Hollywood, not to mention its author. Its impact on Morrison's wife and children, who were living in Singapore at the time he was killed, went unreported.

Now, seven years later, Suyin, or Dr. Elizabeth K. Comber as she is known to Western friends, sat in

about and interest- place of East as a of "The Mountain is not invited. Whe

TEXAS has courageously met the crisis precipitated by the inclusion of Alaska in the Union as a state. In a column contributed to Paramount World from Dallas there occurs this sentiment:

Texas may not be the biggest State now, but we are still the best!



Jeff Chandler is a tall and dangerous adversary in "Thunder In the Sun," in which he co-stars with Susan Hayward and Jacques Bergerac. Picture tells of an epic dash across the Western plains to bring the first grapevines to California.

HELSINKI's launching of "The Ten Commandments" was accompanied by one of the most outstanding campaigns of publicity that Finland's capital has ever seen for any film.

Finland Manager Kurt Troupp and the Paramount publicists can well be proud of the mountain of material which has been given NewYork inspection and passed on to Hollywood for Mr. DeMille's attention.



ATLANTA, Ga. -- The Paramounteers of the world home of a certain soft drink recently won a 'shipments' contest, and celebrated with a party. Here are two glimpses of that party. At left, the ladies: Virginia Rich, contract; Sue Hammock, stenographer; Katie Lewis, Ass't cashier; Wyolene Denny, picture report; Louise Cathy, cashier; Betty Kitchings, telephone operator; Marilyn Contino, accounting. The men: B.W.Smith, salesman; John L.Huff, office manager; Foster Hotard, branch manager; Virgil Hopkins, booker; W.J.Andre (seated) booker; Dewey Bently, accounting; Paul Morgan, booker; Frank Folger, salesman; Norris Gazaway, booker.

CONTINUED FROM PAGE 34

graf, Booker; Cecelia Shanholtz, Booker's Clerk; and Ida Green, Cashier.

Few of us in the office realized it, but George Mamakos, Shipper, is quite a bowler. His name appears quite frequently in our local newspapers for high set or high game.

--Bill Fischer

ATLANTA The big news in the Atlanta Branch was the victory dinner held September 12 at "Mammy's Shanty" celebrating our first place finish in the recent "Operation Jackpot". In a few words we all had a "ball". We had almost a 100% turn-out of employees for this gala affair and it will be long remembered by all.

The welcome mat is out for traveling Auditor Henry "Kelly" Goldberg. Atlanta is almost like home to Henry and we hope he will enjoy his stay here among his many long time friends. In fact, Henry found his lovely wife in Atlanta.

This reporter had the pleasure of spending several days in Charlotte during his September vacation with Office Manager Weber Howell and his family, long time friends. The visit was most enjoyable and everyone there helped to make it one to be remembered. They are a swell bunch of Guys and Dolls.

We have had several enthusiastic meetings with the local Manager, attended by the bookers and salesmen, the results of which were more and better ideas and plans for putting our team in first place in Paramount's Forward March.

The news of the forthcoming parade of blockbusters for 1959 really has the office (and exhibitors) humming. It is always welcome news to hear of the great plans which our company has for the future to keep us always PARAMOUNT and we are all proud to be able to be part of its future.

--John Huff

MEMPHIS Elvis Presley is still King in the mid-south as playtime and film rentals from KING CREOLE will attest. Our first estimate was that KING CREOLE would do about 25% less business than the fabulous earnings of LOVING YOU, but astounding returns are still coming in from precincts which had not yet been counted, and KING CREOLE is gaining every day. In fact, we have revised upward our estimate to a point where there is some doubt about the final winner!

All Memphis was saddened by the death of Elvis' Mother. It was a Mother-Son relationship seldom equaled and had become a part of our thoughts about Elvis.

The TEN COMMANDMENTS is in the midst of drive-in engagements here and proving that it can stay in there as long and as well as it has already proved in conventional theatres.

Our correspondent, Tom Donahue, is on vacation and when he returns, we shall have more news about our personnel.

--Howard Nicholson

Frank H.Smith



We record with heart-deep sorrow and regret the passing of Frank H. Smith from among us on October 16th last. Less than a week before that date he had retired from the post of Branch Manager in Salt Lake City after just exactly 40 years of Paramount service.

Beginning in 1918, Frank had progressed up the Paramount ladder from assistant booker to highly esteemed Branch Manager. His record of service in Home Office contains nothing but commendations.

He already is sorely missed by a legion of friends. Our deepest sympathy goes to his widow, three sons and daughter.

Happy Sailing with "H o u s e b o a t"..

Houseboat had a most happy 'launching' at Philadelphia's Arcadia Theatre.

Review in Philadelphia's top newspaper, The Inquirer, lead off with: "Should be happy sailing all the way for 'Houseboat.' A wonderfully witty, warm-hearted comedy.....Loren adds glamor to a performance which reveals her as one of the screen's most able comediennes....."



Robert Taylor is "The Hangman" in the Frank Freeman, Jr. production of that name. It is Taylor's first picture ever on the Paramount lot, and the advance word on its box-office potential is very laudatory.

PARAMOUNT'S ALL-TIME-GREATEST SALES DRIVE HAS THE SOLID ENDORSEMENT OF ADOLPH ZUKOR AND CECIL B. DeMILLE



Cecil B. DeMille already has evinced deepest interest in the distribution plans of Paramount International regarding the All-Time Greatest Productions.

Sales campaign for the world-wide release of Paramount's All-Time-Greatest Productions is already moving into high gear. Several countries are ready with all material and will have the first two films in release by early December. Others will start rolling a few weeks later. Enthusiasm everywhere is at the highest level.



Adolph Zukor flanked by Mr. J. E. Perkins, at left, and Mr.Steve Clug, with showmanship material relating to the two All-Time-Great Paramount productions which he is personally sponsoring in their world-wide release.

The pictures are both Cecil B. DeMille productions -- "Union Pacific" and "North West Mounted Police."



Against a background already renowned throughout the world, Mr. DeMille is photographed with the brochure relating to Paramount International's plan to bring back to the world some of the great films of yesteryear. The two lead-off films in this project are Cecil B. DeMille's "North West Mounted Police" and "Union Pacific."

Suggestion to have Mr. Zukor sponsor world wide sales of UNION PACIFIC and NORTH WEST MOUNTED POLICE - the lead-off pair of films in Paramount's All-Time-Greatest hits - originated with Paul Ackerman. It's an idea which Paramounteers all around the world will endorse and applaud — and for which they will produce top results.

UNTAPPED MILLIONS OF FILMFANS

Paramount's World-wide sales drive in connection with the group of eternal motion pictures known as Paramount's All-Time-Greatest is but another manifestation of our always-present belief that great pictures -- truly great films -- are not for today or for tomorrow, but for always.....And it is not without special significance that our lead-off productions are two of the ever-great Cecil B. DeMille productions, "North West Mounted Police" and "Union Pacific."

Sage Words from the Co-star of "H O U S E B O A T"

IN THE OPINION OF CARY GRANT . . .



HERALD PHOTO

Star Tours Do More Good Than Harm!

. . . and he tells the Editor of Motion Picture Herald why

Stars, producers and directors who have a financial participation in the profits of their pictures, have been taking an increasing interest in lending personal assistance to promotion. There is a wide difference between the old-time tours of studio contract players and the personal appearances today of the screen's top personalities.

Cary Grant, who has recently completed an extensive tour of the United Kingdom and Ireland on behalf of "Indiscreet," is engaged in special attentions to merchandising of "Houseboat" and is looking ahead to stimulation of audience interest in "North by Northwest," directed by Alfred Hitchcock.

"Star tours do more good than harm," is the modest way Cary Grant characterizes the custom in general and his own recent, extensive travels on behalf of his pictures. Observers, inside and outside the industry, believe that his tours have been tremendous successes, not only for the man himself and his pictures, but also for industry good-will.

In discussing the lessons of personality tours while in New York recently, Cary Grant said, "The principal value of theatre appearances is answering questions—getting people to understand more about picture making. Even critics know little about our problems."

"Sometimes the questions go on for hours," Mr. Grant continued. "In Britain I reminded audiences that if they kept asking questions they would miss the newsreel and might even have to come back the next day to see the feature. Some questions are about acting. As an actor, I know actors' problems. But I give some kind of an answer to almost any question."

As an example of the kind of question for which there is no answer—only an explanation—Mr. Grant mentioned the frequent inquiries and complaints about long credits. His reply is that a picture maker wants the best talents available. These individuals, understandably, are interested in receiving recognition and insist that their names be on the screen.

When asked about the kind of questions *exhibitors* asked at special screenings, Mr. Grant said, "Why, none at all. The exhibitors asked no questions!"

In connection with trade screenings and review screenings for critics, Mr. Grant believes that the exhibitors and reviewers should be seated in the middle of the orchestra, surrounded by members of the general audience and not off by themselves in the rear of the orchestra, or as favored in Britain, in the front rows of the balcony. He also complains about holding screenings in the morning in nearly empty theatres. "Who can enthuse when surrounded by empty seats? An exhibitor is afraid to laugh when his competitor is in the next row."

Cary Grant also opposes receptions held in the largest room of the best hotel. "That's where the distributor always wants to take you. I say let's get in a small room where we can talk and not be pulled from one person to another with only a snatch of conversation with each one."

One difficulty of star tours is that time taken is time away from making pictures. "If everyone did it at once, the business would come to an end," was the way Mr. Grant put it.

Essentials for success of such a tour include a personality with enthusiasm for motion pictures, a warmth in meeting people and a background of knowledge and experience to handle questions from friendly admirers and hostile critics with equal ease.

—*Martin Quigley, Jr.*

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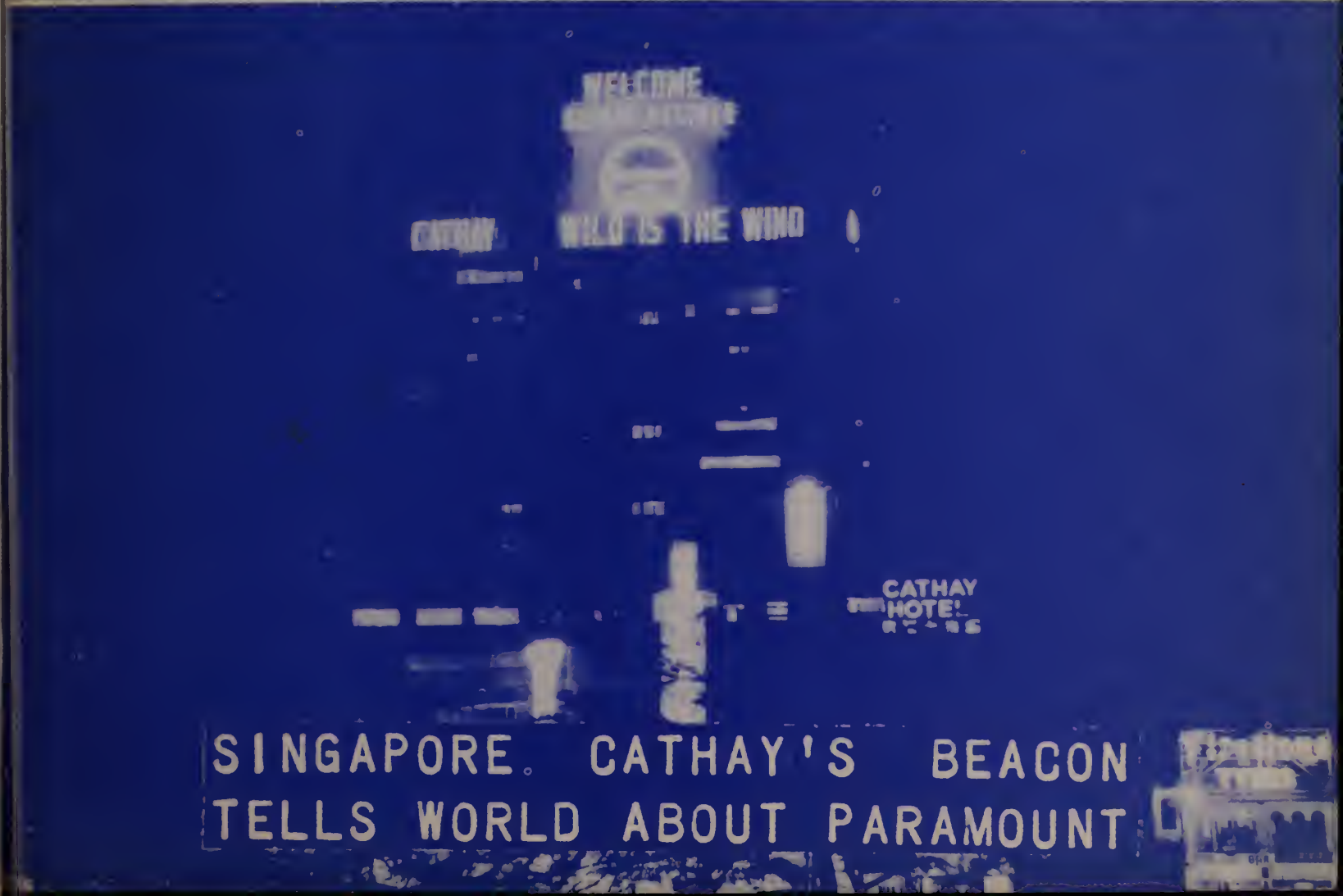
MOTION PICTURE HERALD, SEPTEMBER 27, 1958

Here's a star doing what exhibitors the world over should do - getting close to the people, the picturegoers, the fans.

A lot of exhibitors are of course doing just this - but it's something <u>every</u> showman worthy of the name showman should be doing -- and doing all the time...getting to know the people who are responsible for his being a showman in the first place....the film fans.

Paramount WORLD
Volume 4, Number 11 November, 1958





SINGAPORE. CATHAY'S BEACON TELLS WORLD ABOUT PARAMOUNT

MANILA SHOWMANSHIP FOR "THE TEN COMMANDMENTS" POWERFUL CONTENDER FOR 'FINEST IN THE WORLD'!



Figure of Moses, made of aluminum and 27 feet tall, directed powerful attention to "The Ten Commandments" from atop the Mercedes Building at Plaza Miranda, Quiapo. Name of the Galaxy Theatre was displayed prominently.



No place around Manila was too remote for reaching the populace. Here is a 24-sheet poster in a distant suburban spot with its message about "The Ten Commandments."



Wherever Manila travelers congregated to take their buses, there was a powerful reminder about "The Ten Commandments."



Superbly dressed front of the Galaxy Theatre, with imposing figures of four of the principal characters of the film, and names of the 15 featured players displayed across the theatre entrance.



Inspired by the upcoming engagement of "The Ten Commandments" at the Galaxy Theatre was the P50.oo-a-plate dinner given by the Metropolitan Cathedral Board at Jai Alai. Purpose was to raise a fund for the reconstruction of Manila Cathedral.

This is a tiny section of the 600-plus buses of the La Mallorca-Pambusco de-luxe bus fleet that carried banners on both sides, massive stickers on the bumpers, stickers on the rear windows and pennants above the hoods -- all announcing "The Ten Commandments." The buses penetrate even the remotest Barrios of Northern Luzon five large provinces - Tarlac, Pampanga, Nueva Ecija, Bataan and Bulacan.,

Other facets of the truly wonderful showmanship campaign in Manila on "The Ten Commandments" will be found on the Global Showmanship Page (Page 22).

The showmanship campaign for "The Ten Commandments" in Manila, beginning in dignity but with absolute forcefulness many months in advance of the glowing premiere at the Galaxy Theatre, achieved its objective within days of the opening - an all-time, ringing and resounding record that has thrilled everyone concerned. We have examined many campaigns on "The Ten Commandments" since the mighty Cecil B.DeMille production commenced its glorious career. We have found few to approach, and none to top, the comprehensive and thoroughly inspiring work performed by Paramounteers A.S.Velasquez, Ric Javier and their tireless co-workers in Manila.

This page records but a fragment of their work. It would take many pages to do the campaign full justice.



Group of notables at the special preview of "The Ten Commandments" at the Galaxy Theatre under sponsorship of the Metropolitan Cathedral Board. From left: Mr. Ernesto Rufino, Paramount Manager A.S.Velasquez, Far East Supervisor S.A.Henriksen, His Grace, Monsignor Rufino J. Santos, Archbishop of Manila; Don Guillermo Dy Buncio, Chairman of the Metropolitan Cathedral Board and Mrs. Rosita de la Concepcion of the Metropolitan Cathedral Board Secretariat.



"THE BUCCANEER" RECEIVING HIGHEST COMMENDATION IN ADVANCE OF RELEASE



NEW YORK - Adolph Zukor, Paramount Pictures board chairman, receives in his office from George J. Hecht, president and publisher of Parents' Magazine, the publication's top merit award for "The Buccaneer." The production supervised by Cecil B.DeMille has been cited as the Family Medal Film for November, and is so designated in that issue of the magazine, along with an extensive description of the spectacular romantic film. (There is a reproduction of the page from Parents' Magazine elsewhere on this page of Paramount World).

The tribute by Parents' Magazine appears to be but the beginning of a mounting surge of compliments to this mighty picture. The December and January issues of many national magazines are preparing editorial endorsement of "The Buccaneer" as an outstanding film depicting a glorious page in history, and at the same time being wonderful entertainment.

Next month we also expect to cover the great premiere in New Orleans, and to have details available on the plans for the New York premiere.

TREMENDOUS PROMOTIONAL CAMPAIGN IS UNDER WAY...

Plans which have been under way for months are set to make "The Buccaneer" a tremendous national topic by year's end.

Radio and television coverage is expected to be precedent setting, climaxing in the personal appearance of Cecil B. DeMille on the Ed Sullivan Show on December 14.

Network coverage is expected to be constant, and heavy, with the premiere in New Orleans on December 11th radiating to all corners of the land.



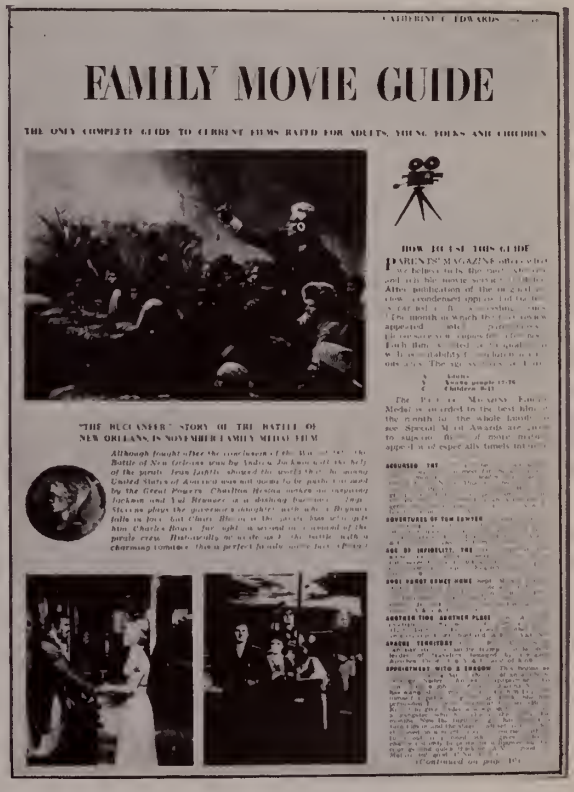
FOR JAPAN AND SWEDEN

This scene will help spread news on "The Buccaneer" in both Japan and Sweden. Because Swedish-born Inger Stevens, right, is telling Japanese writer Miss Kazuko Komori, of the celebrated Japanese film magazine, Eiga-no-Tomo, all about her experiences in the mighty picture, which Cecil B. DeMille is presenting to the world. Scene is in Paramount International's radio studio in New York, and standing in rear is Armand Cardea, who produced the radio interview.



NEW ORLEANS - Planning luncheon for launching "The Buccaneer" at the Saenger Theatre on December 11. Clockwise from left: Buddy Felt, city editor, Times-Picayune; Frank Allen, city editor, States-Item; Admiral J.R.Riggs, president, New Orleans Chamber of Commerce; Maurice Barr, public relations chief, Paramount-Gulf Theatres; Seymour Weiss, managing director of Roosevelt Hotel; Acting Mayor Victor H.Schiro; Henry Plitt, president of Paramount-Gulf Theatres; Frank Allen, Chamber of Commerce; Herb Steinberg, Paramount studio director of advertising and publicity; Jack Parker, president, New Orleans Junior Chamber of Commerce; Anthony Davoney, Jr., president, Young Men's Business Club; Mrs. J.R.Robinson, chairman of Louisiana Landmarks Society; Sam Wilson, board chairman of the Society. At the luncheon it was decided that proceeds of the premiere will go to the Landmarks Society, with the Mayor heading the official committee

Personnel of "The Buccaneer" attending the premiere of the mighty film at the Saenger Theatre in New Orleans on December 11th will be - Cecil B. DeMille, Henry Wilcoxon and Anthony Quinn.



FAMILY MOVIE GUIDE

THE ONLY COMPLETE GUIDE TO CURRENT FILMS RATED FOR ADULTS, YOUNG FOLKS AND CHILDREN

"THE BUCCANEER" STORY OF THE BATTLE OF NEW ORLEANS IS NOVEMBER FAMILY MEDAL FILM

Commendation Page of Parents' Magazine in which "The Buccaneer" is lauded as "November Family Medal Film." The ending to the tribute says: "Historically accurate as to the battle, with a charming romance, this is perfect family movie fare."

The Cover:

These day and night shots of the towering Cathay Building in Singapore represent what is an unprecedented tribute to a film executive. The tribute was paid to George Weltner on the occasion of his visit to Singapore on his world journey - and the tribute was paid by an exhibitor, one of the world's pre-eminent showmen, Loke Wan Tho.

The Cathay is Singapore's loftiest and most readily identifiable structure. It is visible from many miles at sea, so that Mr. Weltner's name and the Paramount Trade Mark became true beacons lighting the way to a fruitful and prosperous future for all concerned.

Paramount World

Published every month by Paramount Pictures Corporation, 1501 Broadway, New York 36, New York, USA. Issued by and for members of the Paramount organization around the world who believe in the entertainment appeal of their product and in the business future of their company.

- Albert Deane, Editor

Volume 4, Number 11 November, 1958

EXCEPTIONAL NEWS of a completely unprecedented nature continues to reach us from the Philippines on "The Ten Commandments." We received one exhibit just around press time, and rather than give it ordinary attention we are saving it for next month, when it will be feature. We think you will agree with us that enters an area of industry cooperation the like of which you have never before seen. But in the meantime, let us give you this quotation from one of Manager A.S.Velasquez's many uplifting letters to New York:

"....It is interesting to note the character of the crowd we have everyday at the Galaxy. Many old men and old women, some so old they can barely walk, and have to be attended by their sons, daughters or servants. Many in the attire of provincial folks who have never seen the interior of a first-class theatre -- poor people who have saved centavos just to see the picture, and many have quite seriously remarked that now that they have seen THE TEN COMMANDMENTS, they can die happy. Most of these people have used their hard-savings to buy the high-priced balcony and loge seats...One movie fan, an octogenarian who cannot walk, was brought in a wheelchair...Whole families come to see the picture, and in one case a whole household of 15 persons, including the servants, bought tickets....One gratifying sight I have witnessed every day takes place either at intermission, or after the show --- fans rushing to the advance sale ticket window to purchase tickets for future shows for other members of the family, for friends, or for themselves to see the picture over again....In my 24 years with Paramount, I have not seen the likes of it...."

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GEORGE WELTNER'S epochal, trail-blazing journey around the world is now a matter of history. And like history, it will go on and on, making still greater history. We have never before seen any Paramount institutional undertaking produce such an overwhelming manifestation of approval, with cables and wires running into the hundreds, letters into the thousands, and newspaper inches running to the tens of thousands. The actual story begins on the page opposite, but first let us quote a Hollywood Reporter editorial:

Several weeks ago Barney Balaban, Paramount president, issued his statement of "Reaffirmation in the future" of the motion picture business. It was an upbeat story and was given world-wide coverage by the press. To back up that statement, George Weltner, the company's v-p and global sales manager, started on a tour of the most important capitals of the world, in an effort to prove up, insofar as Paramount is concerned, the truth of Balaban's statement...We've received reports from Tokyo, Singapore, Rome, Paris and London, after Weltner made his pitch to exhibitors, producers and distributors, and we're here to tell you that Mr. Weltner has done a grand job, not only for Paramount but the picture industry throughout the whole Free World. Those in attendance at his meetings, reportedly, left with greater enthusiasm for the picture business than they have had for some time. The press was just as enthusiastic in its reporting....."

@@@@@@@@@

DE MILLE SECRET PROJECT was not listed last month in the recapitulation of upcoming Paramount product. There was a reason for this, but that is 'secret' too. Of this you can be sure, however, Mr. DeMille's next picture after "The Buccaneer" is released will truly amaze the entire world.

Sincerest Thanks.....

IN MY MORE THAN THIRTY-FIVE years with Paramount I have never known a more exciting and thrilling business journey than the one I have just completed around the world. It was made exciting primarily because of the vital importance of the message I was delivering on behalf of President Barney Balaban. But at the same time it was made most rememberable through the magnificently heartening support and cooperation I received everywhere -- from Paramount managers and staffs, from the lay and industry press, and from the sheer receptivity of the exhibitors in every land visited.

I could not hope to thank everyone individually for this cooperation from the heart. I most sincerely trust that these few humble words will reach down to everybody concerned with the ace arrangements, the unforgettable hospitality, the infinite pains taken to assure the comfort of the traveller. It was all very, very wonderful.

I would, however, like to make a single exception by naming Jerry Juroe, and thanking him most warmly for a matchless accomplishment as 'advance man' on the tour.

George Weltner

A MESSAGE IS CARRIED ....AND DELIVERED!

COMMISSION



This was the beginning, just two months ago, when President Barney Balaban deputed World-wide Sales Manager George Weltner to go forth across the United States and Canada, and to continue clear around the world, to inform Paramounteers, exhibitors and picturegoers that Paramount's 'Faith in the Future' of our industry was to be implemented by the greatest program of top production in motion picture history.....In those two months there has eventuated the magnificent panorama of upsweeping optimism and sheer enthusiasm pictured on the following pages.....



COMPLETION

CANADA

THIS IS WHERE IT BEGAN

IT WAS IN CANADA, at Toronto on September 25th., that this whole wonderful story began to unfold. So it is only fitting and proper that we begin this recapitulation of the great mission of carrying the message around the world, by starting in Canada. In this way we can also report, pictorially, the various local meetings which have since been held, and which in their own important way repeat the successes of the key meetings. We are very grateful to all who have supplied us with the material shown on this and subsequent pages.



VANCOUVER - Canada's Western metropolis held a very fine and constructive luncheon meeting, with the above film figures the chief protagonists. They are, from left: M. C. McLeod, Exhibitor, Powell River; Robert Lightstone, Paramount Branch Manager; J. McCausland, Interior Supervisor, Famous Players Corp.; Charlie Doctor, Manager, Capitol Theatre, Vancouver; G. Sutherland, District Supervisor, Odeon Theatres; O. Bird, Manager, West Coast Bookings; I. Ackery, Manager, Orpheum Theatre, Vancouver; S.McClimon, Exhibitor, White Horse, Yukon Territory; M. Joiner, District Supervisor, Famous Players; T. Ross, Booker, Famous Players; E.Hayter, Head Booker, Odeon Theatres; L. Karp, Booker, West Coast Booking; H. Howard, Exhibitor, Kitimat.



In St. John, N.B., Branch Manager Norman Simpson held a fine luncheon meeting on October 8th in the Admiral Beatty Hotel. More then twenty top exhibitors attended and gave Mr.Balaban's message an enthusiastic reception. Event also got a good press.



CALGARY, Alberta - Six of the principals at the Paramount luncheon held here under the chairmanship of Paramount Manager William Kelly. From the left: Don Menzies, Manager, Palace Theatre; Ralph Mitcheletree, Manager, Palace Theatre; Mr. Kelly; Ken Leach, Strand, Variety and Hitchin' Post Theatres; Frank Kershaw, Western Drive-In; Paul Cardell (standing) Famous Players Representative in Calgary.



General view of the Calgary luncheon, Manager Bill Kelly being fifth from right in rear row.



WINNIPEG - Section of the group assembled here to hear Branch Manager Syl Gunn impart Paramount's Affirmation of Faith statement. From left,rear, clockwise: B.K.Beach, Sec.-Treas. Western Theatres and Sec.,Manitoba Exhibitors' Ass'n; Frank Morriss, Winnipeg Free Press; Somer James, President, Associated Theatres; Richard Miles, Gen. Mgr. Western Theatres; H. Hurwitz, Gen. Mgr. Odeon-Morton Theatres, and President of Manitoba Exhibitors' Ass'n; Branch Manager Gunn; D. Rothstein,Gen. Mgr. Rothstein Theatres; John Ferguson, District Mgr.,Famous Players; W. Burton, Winnipeg Tribune; Dave Carr, Supervisor, Western Theatres; George Dowbiggin, District Booker, Famous Players.

LEFT

SASKATOON - From left: George R. Miller, Vogue Theatre, Wynyard; W.E.Winterton, Famous Players; Jack Lundholm, president and owner of Lyric Theatre Company in Swift Current, Sask.; Syl Gunn, Winnipeg Branch Manager; H. Hurwitz, gen. mgr. Odeon-Morton Theatres of Manitoba and Saskatchewan; Barney Brookler, gen. mgr. Associated Theatres; H. Swartz; chief buyer and booker for Rothstein Theatres Ltd.

U. S. A.

NEW YORK and LOS ANGELES
LOS ANGELES and NEW YORK

These were the two towering meetings which sparked the series of regional meetings through which the Division Managers spread the Affirmation of Faith Message clear across the United States of America. Last month we picture the two major events; this month, on this page and the one following, we picture-report some of the regional meetings, and in our captions seek to capture some of the spirit of satisfaction shown by the members of the industry in attendance.



ST. LOUIS

Here's the ace attendance that Branch Manager Harry H. Haas invited to see and hear the story of Paramount's Affirmation of Faith.



DES MOINES

This was the gathering of exhibitors and press here. Division Manager Tom Bridge is at lower right; Branch Manager Dick Frank to his left.



BUFFALO, N.Y. -- Honoring the man who started it all. At the Buffalo luncheon, admiring photograph of Paramount's president, Barney Balaban, are, from left: Joseph Harmon, Strand-Cataract Theatres, Niagara Falls; Edmund C. DeBerry, Assistant Eastern Sales Manager of Paramount; Andrew Gibson, Dipson Theatres; Robert C. Hayman, Strand-Cataract Theatres; Arthur Krolick, United Paramount Theatres District Manager.



NEW YORK and LOS ANGELES

These are glances back to the basic meetings in New York (top) and Los Angeles. These were the events which announced to the industry and lay press of this country that Paramount is in deadly earnest in its Affirmation of Faith in the Future, and is implementing this faith with the greatest program of major film production in the company's history.



CHARLOTTE, N.C.

This was the scene in the Charlotte Hotel on October 13th as Division Manager Gordon Bradley brought the Paramount Message to 35 top exhibitors. Standing in rear, named from left, are: Southeastern Division Manager W.G. Bradley; Lawrence Terrell, Charlotte Branch Manager; Leonard Allen, Southeastern Merchandising Rep.; Emery Wister, Motion Picture Editor of the Charlotte News.

PLEASE NOTE - ONLY A CROSS SECTION OF THE MEETINGS HELD IN THE UNITED STATES ARE REPORTED ON THIS PAGE AND THE PAGE FOLLOWING.

U.S.A. (Continued)

CINCINNATI (Ohio) ENQUIRER



—Enquirer (Cornelius) Photo.

DRUM BEATERS—John Moore, Philadelphia (center), Mid-eastern manager for Paramount Pictures, Don Hicks (left), district manager, and William Meier, district office manager, yesterday told theater owners from three states that 29 movies costing around $44 million to produce will be shown here by Paramount in the next 12 months.

LATE

PARAMOUNT SQUELCHES

Tells Plans For T

By BOB HALL

THE PARAMOUNT people, disturbed over rumors the studio might be liquidated, have embarked on a beat-the-bushes campaign to convince the public (and exhibitors) of two things:

First—There's no truth to the liquidation report.

Second—The company has a huge lineup of new films in production, or about to go before the cameras.

Neal East, the lot's western division manager, carried the message to bay area exhibitors this week in a luncheon meeting at the St. Francis.

"First," he said, "let's dispose of the bad rumor. (was due to our disposi- n of some assets not con- ered essential to our ation.

Budget Pix

ually, this provided h fresh capital for pictures, of which 0 will be budgeted han $1,000,000."

outlined, with olor slides, the

Paramount film lineup the next 12 months. It wa impressive, and viewer should find many items to their liking.

On another day we'll

FLORIDA TIMES-UNION, JACKSONVILLE

Future Film Fare Shown To Exhibitors

Local exhibitors were given a preview of future motion picture releases from Paramount Pictures Corp. and a report on business in general, at a luncheon meeting yesterday in the George Washington Hotel.

Gordon Bradley of Atlanta, Southern division manager for Paramount Film Distributing Corp., said the company will provide exhibitors with 29 pictures of a high caliber for their screens during the coming year. He listed several of the films that already have been released and will be showing here during the next month.

Bradley was introduced by Fred Mathis, Jacksonville branch manager for Paramount. Leonard Allen, division sales representative, also of Atlanta, assisted Bradley in the presentation.

OF TOWERING IMPORTANCE in all of the meetings -- in Canada, in the United States of America, and in all of the other countries where Affirmation of Faith meetings have been held -- has been the enormously impressive result measured in inches of newspaper space. All of this a glowing testimony to the importance of this epochal film industry event.

in the War of 1812, starring Yul Brynner, Charles Boyer, Claire Bloom, Charlton Heston.

"The Black O... tender lo... Quin... ...phia Loren.

"The Mountain Is Young," a new novel by Han Suyin, author of "Love Is a Many Splendored Thing."

"The Tempest," a spec-

Last Train From Gun Hill"; Susan Hayward and Jeff Chandler in ... Thunder in the ... western; Mar- ...ando's first western; ... Danny Kaye comedy; "The World of Suzie Wong."

But that's enough. We're convinced Paramount is not liquidating! And if these pictures live up to East's predictions, the box office should clink merrily.

SAN FRANCISCO "CALL-BULLETIN"

LET'S SKIP the details. The important news from Paramount's Balaban via John Moore, his mid-eastern division manager from Philadelphia, indicated that Cincinnatians can expect from this one company 29 pictures with a total production cost of around $43 million in the next 12 months. The stars: Grant, Loren, Jerry Lewis, Marie McDonald, Richard Widmark, Tina Louise Gable, Tony Curtis, Lee J. Cobb, Earl Holliman, Jeff Chandler, Susan Taylor, Danny Kaye, Anthony Quinn, Brando, Van Heflin, Tab Hunter, Viveca Lindfors, Yul Brynner, Charlton Heston, Charles Boyer, Claire Bloom. I may have left out a few. But that's a good enough list. Biggest production is De Mille's "The Buccaneer," due early next year after New Orleans December premiere. Heston, Brynner, Bloom, and Boyer are starred.

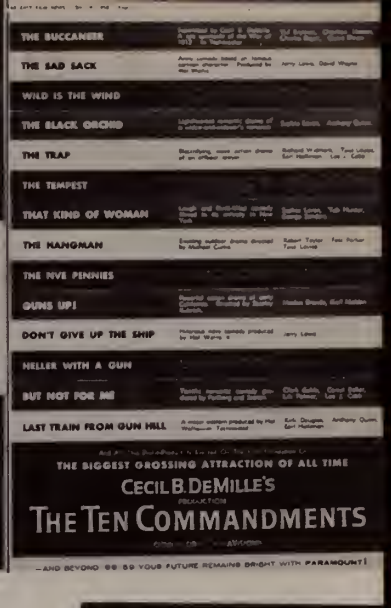
CINCINNATI ENQUIRER

.....And then the locale became international, as Mr. Weltner flew the Pacific to Tokyo, Japan.









TOKYO

IN TOKYO, on October 10th, began the series of great international meetings dedicated to informing the world of Paramount's Affirmation of Faith in the Future of the motion picture industry. It was a most appropriate global spot to receive such a message, and no better film personality existed than George Weltner to be Paramount's spokesman. The thriving and far-seeing Japanese motion picture industry was enormously receptive to Mr. Weltner's message.

Far East Film News devoted many pages of its October 10th issue to the Paramount meeting... Here are the cover and three typical pages. Editor of F.E.F.N. devoted his editorial to George Weltner, and we are publishing this fine tribute in another column.



President S.Kido of the renowned Shochiku organization, congratulates Paramount on its new and wonderfully constructive plan for the film industry of the world.



Mr. Weltner delivering the famous message concerning Paramount's product, and what it means to exhibitors the world over.



General view of the impressive industry luncheon held at the Nikkatsu Hotel, Tokyo.



General Manager N.Metori making the opening speech. (Publicity Director T.Ise in foreground).

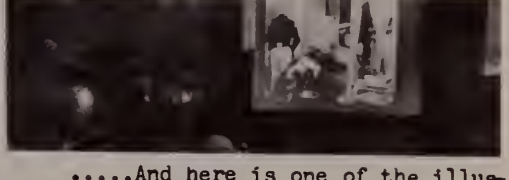


At the luncheon in the Nikkatsu Hotel. Reading from left: Mr.S.Kido, president of Shochiku; Mr. Weltner, Mr. N. Metori, Mr. I. Mori, managing director of Toho Co.; Mr. Irving Maas, MPEA representative; Mr.S.A.Henriksen.



Luncheon audience looking at the screen during the presentation of the upcoming new product.....
(Sign says "Paramount's Affirmation of Faith in the Future."

Letters and cables in praise of Mr. Weltner's address, written by top industry figures, numbered more than a hundred.



.....And here is one of the illustrations they were looking at, in this instance a scene from "The Buccaneer," showing Charlton Heston.

HONGKONG

....Second stop in the Orient again witnessed enthusiasm rampant.



海女人陷阱

構成了電影

派拉蒙副總裁介紹新片

（本報專訊）派拉蒙公司國總裁華納於昨晨抵港後，下午即在半島酒店，舉行了一個招待會，表示派拉蒙公司對電影事業的未來史具堅強的信心，同時以幻燈片介紹了該公司明年的各片有：海盜，孀婦，鄉村女人，山正年有合同的著名明星以及導演等。

出席招待會的並有派拉蒙遠東監督李利雄，香港經理馬希泰，新加坡經理非諾，及設在菲律賓，世界市場的片子。

今晚派拉蒙在半島酒店設宴歡迎華納，並慶祝該公司國際發行部副主席佐治基頓（George Sun）







Every newspaper in Hongkong covered Mr. Weltner's arrival and the substance of his business meeting. The Chinese language press in particular devoted heavy space, including pictures (such as this one showing arrival of Messrs Weltner and Henriksen).

Endorsement...

Even before he left Hongkong after delivering his now celebrated message, Mr. Weltner had received the following telegram from a noted exhibitor who had been present:

CONGRATULATIONS ON YOUR WONDERFUL MESSAGE DELIVERED ON OCTOBER 13th.

-Robert Chung,
Hongkong Office
Cathay Orgarization

BELOW

Mr. Weltner delivering the celebrated message affirming Paramount's complete faith in the film industry's future.



Managing Director C.H.Liang of the King's Theatre is shown addressing the gathering. Listening, from the left, are: Mr. Weltner, Eric Hotung, Director of the Princess Theatre and Ernesto Rufino, eminent Philippines exhibitor. It was subsequent to this event that Jerry Juroe cabled New York in the following terms:

BEFORE EVERY EXHIBITOR IN HONGKONG HEADED BY C H LIANG MANAGING DIRECTOR KINGS THEATRE AND ERIC HOTUNG DIRECTOR PRINCESS THEATRE WELTNER PRESENTED AFFIRMATION MESSAGE THIS AFTERNOON AT PENINSULA HOTEL ASSEMBLAGE. ERNESTO RUFINO LEADING EXHIBITOR OF PHILIPPINES FLEW HERE JUST TO HEAR WELTNER.... PRESS TV RADIO TURNOUT HONGKONG BEST YET STOP AT CONCLUSION SPEECH LIANG (see above) MENTIONED LONG ASSOCIATION WITH PARAMOUNT AND WELTNER DATING TO EARLIEST DAYS FAR EASTERN FILM EXHIBITION ALSO SAID PARAMOUNTS STATEMENT BEST NEWS HE HAS HEARD FROM ANY AMERICAN FILM COMPANY IN YEARS.



General view of the more than 70 exhibitors, press representatives and others gathered in the assemblage at the Peninsula Hotel.



Mr. Weltner is welcomed at Kai Tak Airport by Hongkong Manager H.S.Moh. In rear are, at left, Philippines Manager A.S. Velasquez, and Taiwan Manager Andrew T. Fan.

In group above, also at the airport, are, rear row from left: K.Dick, Office Boy; C.Yuen, Film Inspector; C.H.Chui, Statistical Clerk; S.H.Wong, Shipper and Stockkeeper; Andrew T.Fan; H.S.Moh, S.A.Henriksen and Jerry Juroe. Front Row: K.F.Tso, Accountant; Master Rufino, Manila; Run Run Shaw, of Shaw's; Ernesto Rufino, Philippines; Mrs. Henriksen; Mrs. Rufino; George Weltner; A.S.Velasquez; Louis Chang of Capitol and Star Theatres; George Sun of King's Theatre, and C.H.Wong, Assistant and Booker, Hongkong Branch.



Robert Chung, Chief of Loke Wan Tho's Cathay Organization in Hongkong, thanks Mr. Weltner for the wonderful news he has brought to the Orient. Standing between them is Hongkong Manager H.S.Moh. At right in profile is Far East Supervisor S.A.Henriksen.



In addition to the Hongkong press covering the meeting, Mr. Weltner chatted informally with individual members of the press. He is shown here with Mrs. J. Tancock of the South China Morning Post and Mr. John Luff of the China Mail.

LEFT

In the VIP Room of the Kai Tak Airport, immediately prior to take-off for Singapore, Mr. Weltner chats with four lovely ladies - Mrs. V.I.Shaw, Mrs. Ernesto Rufino, Mrs. Run Run Shaw and Mrs. S.A.Henriksen.

SINGAPORE

THE SPIRIT OF THE SINGAPORE WELcome is exemplified by our cover.

It was the kind of a welcome that left no doubt its sincerity. And the same Cathay Building which blazoned forth the welcome, by day and by night, also housed the meeting at which George Weltner delivered the famous message which has since been heard clear around the world -- a message which spontaneously inspired the kind of a tribute we have printed at left.

In Singapore, General Manager Roy McAree was a splendid host, and the Singapore Paramounteers, as always, were delighted to again welcome Paramount's Vice-President in Charge of World-wide Sales. At the important meeting itself, exhibitors of Malaya arose to applaud Mr. Weltner's presentation of Paramount's Affirmation of Faith Message.

An Exhibitor Speaks

MR. LOKE WAN THO WELCOMES MR. WELTNER

As you all know, when television came to the United States in a big way, the movie industry was knocked for six; or if George would prefer me to sound less English, the Hollywood side was hit for a home run. A number of the studios closed in consequence. But Paramount, traditionally a conservative company, decided when business was at its worst to take a bold step; it invested nearly U.S.$16 million in two pictures. One of these pictures was "War and Peace", and the other "The Ten Commandments": the former was a splendid achievement, and the latter, because of its terrific box-office success, has, if I may use the phrase, bust the block off every other blockbuster.

That in a sense was the beginning. And now George Weltner has given us a synopsis of the second chapter of the post-T.V. story of Paramount. If the first chapter was entitled "Ten Commandments", the second chapter could well be called "The Paramountain is still Young."

As an exhibitor who thought he saw famine in the industry, it of course delights me to hear from George Weltner that we may instead expect a time of plenty - at any rate so far as his own studio is concerned.

George Weltner is going round the world to tell people what his studio has set out to do. He has given us visual evidence of its programme. Being a conservative company I know that Paramount is not given to making wild claims, and that by going out in person to deliver his message George is offering us a double guarantee that the films he has named will be produced. In welcoming him, therefore, I not only welcome him as an old and much-loved friend, but as the harbinger of a new spirit in the movie industry - a spirit of confidence and optimism and the will to fight back.

I congratulate Mr. Balaban on the stand he has taken, and the lead he has given the industry. I wish him and Mr. Weltner every success in their attempt to make their company a paramount power in the world of entertainment.



A fine airport welcome was given Messrs Weltner, Henriksen and Juroe at this hospitable metropolis. Reading from left: John Ede, Cornelius Vlug, Chana Chaikijkarana, Jerry Juroe, Ernest Rufino, Jr., Ernesto Rufino, S.A.Henriksen, George Weltner, Loke Wan Tho, Mrs. Rufino, Roy McAree, Mrs. Roy McAree, Harry Chow, V.Kannappan, Mrs. Peggy Komlosy, Paul Yui, Oswald Henry, Lee Say Keng.



A really Paramount group who have all expressed their sincere Affirmation of Faith in the Future. From left: Chana Chaikijkarana, Thailand Manager; Loke Wan Tho, George Weltner, Ernesto Rufino, S.A.Henriksen, Cornelius Vlug, Indonesia General Manager; Roy McAree, Malaya General Manager.



Look back to the cover again! How large are those signs? Here you can see, for here are the "George Weltner" and Paramount Trade Mark sections of the enormously impressive display. In the foreground, high up on the building, are George Weltner, left, and world-renowned showman Loke Wan Tho.

A photo credit that we are delighted to give because it seems so appropriate is the one for the Singapore studio that made the pictures on this page - Happy Photo Studio.

Repeaters!

Ernesto Rufino, eminent exhibitor of the Philippines Republic, and his son, attended Mr. Weltner's Affirmation of Faith luncheon in Hongkong and were greatly affected by its sincerity as well as its impact.

So much so, that they both flew on to Singapore so that they could attend that meeting also.

As our correspondent reported: "So they could once again attend, absorb and express the affirmation of faith in the future of Paramount."

BELOW

Speaker's table at Cathay Hotel. From left, clockwise: Messrs. Lim Eng Kwan (Exec. Mgr., South-East Asia Film Co.), Mrs. Rufino, Loke Wan Tho, George Weltner, Roy McAree, Runme Shaw, S.A. Henriksen, Mrs. Cynthia Koek (Film Censor), Ernesto Rufino (Manila).



BOMBAY



The fine spirit of the Bombay meeting is well exemplified by this luncheon group.

From the left: Mr. Mehtab Chand Goloha, owner of Goloha Theatres, Bombay and New Delhi; Mr. Framji H. Sidhwa, Chairman of Globe Theatres, Bombay; Mr. Weltner; Mr. Keki Modi, Chairman of Western India Theatres, Bombay; and Mr. Jabir A. Cader, Chairman of Liberty Cinemas, Ltd., Colombo.

THE PATTERN of the meetings set so magnificently in Tokyo, Hongkong and Singapore was carried forward and even enhanced in the arrangements made in Bombay by Acting General Manager K. S. Vaidyanathan and his very wonderful corps of co-workers.

Bombay setting was in the luxurious Taj Mahal Hotel, and not only were all Paramount branch managers and sales and other departmental heads in attendance, but due to Mr. Vaidyanathan's wide business popularity, and the great esteem in which Paramount is held throughout India, virtually every top exhibitor in the land was present.



Scene in the Taj Mahal Hotel in Bombay as Mr. Weltner delivered his important product message. At the head table, immediately beneath the screen, are, from left: Mr. Charles Egan, MPEA representative in India; Mr. Framji H. Sidhwa, Chairman of Globe Theatres; Mr. Keki Modi, Chairman of Western India Theatres; Mr. Jabir A.Cader, Chairman of Liberty Cinemas, Ltd., of Colombo; and Mr. K.S.Vaidyanathan, Acting General Manager for Paramount in India.



Mr. Weltner is here being greeted by Mr. Jehangir Hormusji, owner of the Plaza and Dreamland Theatres, Secunderabad.

Mr. Weltner also convened a second meeting while in this part of the world — at Karachi, Pakistan, after leaving Bombay, and here once more there was general and glowing endorsement of Paramount's Affirmation of Faith in the motion picture industry.

Several great industry figures responded to Mr. Weltner's address in Bombay. We quote below excerpts from just one of these.

EMINENT EXHIBITOR KEKI MODI, SHOWN ON THIS PAGE, USED THE SENTIMENTS EXPRESSED BELOW TO CONVEY TO MR. WELTNER THE FEELINGS OF THE FILM INDUSTRY OF INDIA.

"I have had enormous pleasure dealing consistently with Paramount for the last thirty years. Not just because of their quality product, but because of the upright, straightforward, honest and friendly manner in which they do business. I have met them all: Mr. Zukor, Mr. Balaban, Mr. Weltner, Mr. Perkins, and Mr. Freeman. They are all gentlemen. In Hollywood, I have visited their studio many times and met their top producers," Mr. Modi said.

"Studio chief Freeman has planned the wonderful schedule of pictures shown us here today," he added. "His studio's future productions as presented here today by Mr. Weltner are not exaggerated, because these gentlemen are not in the habit of exaggeration. Throughout the world I have noted that Paramount has the knack of selecting the best personnel, including our own India manager Vaidyanathan. As I said before, this is a company of honesty. I wish them all the success they so richly deserve for making these wonderful pictures during this time of transition," Mr. Modi concluded.



BOMBAY - Some of the Paramounteers who attended Mr. Weltner's Affirmation of Faith Meeting in the Taj Mahal Hotel, grouped with Paramount's World-wide Sales Head. From left, standing: Mr. N.D.Qureshi, Mr.P.M.Nair, Mr.B.S.Ramaswamy, Mr. T.A.Parameswaran, Mr.T.B.Shankar, Mr.B.B.Bhattacharjee, Mr.K.S.Rao, Mr.D.V.Nayak, Mr.C.V.R. Nath, Mr.G.Ramchandran, Mr.A.Shankar Narayan, Mr. M.D.Kumpta. Seated: Mr.C.A.Ramchandran, Mr.L.B. Mukherjee, Mr.S.A.Henriksen, Mr.George Weltner, Mr.K.S.Vaidyanathan, Mr. Jerry Juroe.





ROME

The Rome gathering assembled to hear Mr. Weltner's presentation of the policy stemming from President Barney Balaban's pronouncement, heard and understood every fact perfectly. General Manager Pilade Levi, as host, had taken the mechanical steps to make absolutely sure of this.

A technique made practical and effective at the United Nations in New York enabled all present to hear Mr. Weltner in Italian at the very moment of his speaking in English. An instant translation of his remarks and statements into Italian reached those at the tables who did not speak English. (Mr. Weltner is here shown with his back to the camera).

Visible, and facing Mr. Weltner, are: Lello Bersani, Italian radio commentator; Gianfranco Calderoni, correspondent of Il Giorno, Milan; Isaac Baruch, Paramount office, Paris; Genoa Branch Manager Bruno Massaro; Milan Branch Manager and Sales Supervisor Mario Gambino; Office Manager and Chief Accountant Mario Jacchia; Milan Exhibitor Franco De Sarro; Mr. Weltner; Rome Exhibitor Giovanni Amati.

In continuing scene at right, are, from left: Marquis Incisa di Camerana, Genoa exhibitor; Mr. Harry Bruckman, assistant to General Manager Levi; Genoa Manager Bruno Massaro; Film Daily Rome correspondent John Perdicari; Rome Manager Mario Bruni; Rome Daily American Editor Ed Hill.

Heartening:

Typical of reaction experienced by exhibitors attending the Rome meeting was this telegram received by General Manager Pilade Levi from Franco Disarro, owner of the Corso Cinema in Milan, and of 30 other cinemas in Milan:

HAVE RETURNED TO MILAN WITH ENTHUSIASTIC REMEMBRANCE OF THE WONDERFUL SPEECH THAT YOUR VICE PRESIDENT MR. WELTNER MADE ABOUT THE FUTURE OF PARAMOUNT PRODUCTION WHICH REPRESENTS CONTINUOUS GREATNESS OF YOUR COMPANY. WITH THE WISH THAT THIS WILL MEAN BETTER FUTURE AND FORTUNE FOR THE MOTION PICTURE INDUSTRY..... SINCERELY YOURS

- FRANCO DISARRO



Another glimpse of the intense interest manifested in Mr. Weltner's informative message. Those minus earphones of course understand English.



As Mr. Weltner outlined Paramount's new policy, in English, Rome exhibitors Giovanni Amati and Bruno Pazzi listen intently to an instantaneous translation in Italian.



Mr. Weltner elaborates on Paramount policy, and industry matters generally, with Italo Gemini, president of Italian Exhibitors' Association, centre, and Frank Gervasi, MPEA director for Italy.



In this case, Mr. Weltner, at left, and John B. Nathan, General Manager for Continental Europe, are listening to the remarks of Mr. Pilade Levi made in Italian.





Notables at the Excelsior Hotel. From left: Avv. Nicola De Pirro, Pilade Levi, Undersecretary of State Hon. Egidio Ariosto, George Weltner and exhibitor Baroness Anita Blanc.

Avv. Nicola De Pirro responds on behalf of the Italian motion picture industry, as Mr. Weltner applauds, and Mr. Nathan adjusts headphones for the translation.

The Paris gathering in the Hotel Ritz on November Fourth brought together top French exhibitors, eminent press representatives, Head Office executives and a number of Paramount representatives from various European countries.

During the course of his remarks, Mr. Weltner praised the film industry's achievements highly. In turn, Weltner himself was applauded and praised by the representatives of French exhibition when he set forth Paramount president Barney Balaban's affirmation of faith. Among the French leaders of the film industry in the audience were Adrien Remauge of Pathe, Marcel Richard of Sogec, and Louis Sallard of Gaumont.



One section of the attendees. Reading clockwise from top left: Mr.Edouard de Segonzac; Mr.E.Perier, Director of Bobosse; Mr. Daix, Le Figaro; Mrs.Ferry; Mr. Boris Jankolovics, Germany and Belgium; Mr. J.de Plunkett; Mr. Wibaux, Sub-Manager of Exploitation, Gaumont; Mr. Julian Binstock, Belgium; Mr. Deschamps, Manager, Gaumont Circuit; Mr. P.A.Harlé, Cinematographie Francaise; Mr. Bechet, Paramount, Paris; Mr. Higbee, United Press; Mr. Herisse, Arts; Mr. Arzoumanov, Manager, Elysées-Cinéma; Mr. Isy Pront; Mr. Moskowitz,Variety; Mr. Thuillier, Manager, Editions Cinegraphiques.



A candid camera shot of Mr. Weltner in conversation with Mr.Sallard, General Manager of S.N.E.G.,Gaumont. In right foreground is Mr. John Nathan. In background: left, Jules Gendre,of Star Film, Switzerland; right, Frank A. Siter, Supervisor for Spain,Portugal and Middle East.



Another section of the attendees (and note that some are making use of the headphone translation service). Clockwise, beginning in centre: Mr.T.J.Bennett; Mr. Jules A. Gendre, Switzerland; Mr.K.F.J.Wijsmuller, Holland; Mr.M.Faraud, Algiers; Mme Jacqueline Michel, Le Parisien Libéré; Mr. Autré, Le Film Francais; Mr. Verheye, Manager of Technique du Cinéma Familial, Lille; Mr.Gueldof, Manager Circuit Roubaix-Tourcoing; Mr. Maillet; Mr. Aubry, Paris-Journal; Mr. Heron, Manager of Exploitation and Programmation Pathé; Mr. Frank A. Siter, Spain and Middle East; Mr. Valensi, l'Aurore; Mr. Robert Rochefort; Mr.Ritman, Manager Miramar-Mistral; Mrs. Yvonne Baby. Le Monde.



Another section of the attendees. Clockwise; Mr. Levy,Motion Picture Herald; Mr.S.Siritzky,Manager of Societe Exploitation Cinema Paris-Province; Mr.Emilio Prister,Portugal; Mr.Goldman,Paris Branch Manager; Mr. Gail, Circuit Manager; Mr.Michel,Marseilles Branch; Mr.Bernstein; Mr.Epstein; Mr.Quennepoix,Lille Branch Mgr.; Mr.Alzial,Bordeaux Branch Manager; Mr.Maillet; Mr.Autre; Mr.Verheye; Mr. Gueldof; Mr. Siter.



Mr. Weltner addressing the gathering. At right: Henri Michaud; Mr. Gronich, Continental Manager,MPEA,and John B. Nathan. At left: Mr.Thirriot, President General Manager of Societes Nord-Est.

An eye-witness story covering all of the international meetings, written by Jerry Juroe, who accompanied Mr. Weltner around the world, begins on Page 16.

LONDON



General view of Paramount's Faith in the Future Luncheon Meeting in the Dorchester Hotel on November 7th. Personalities at the head table are indentified elsewhere on this page.

LONDON'S MEETING, actually as well as chronologically, climaxed Mr. Weltner's global tour. Like each of the other great events around the world, it was a brilliant affair, completely representative of the film and newspaper industries, attended by top film personalities, and conducted with precision attuned to the importance of the occasion. In every way it represented a triumph in planning, and deservedly earned plaudits for Managing Director F.E.Hutchinson, and every member of his staff. What we are able to show on this page, and elsewhere in this issue, represents but a fraction of the enthusiasm made manifest throughout the British film world by Paramount's Affirmation of Faith in the industry's future.



British host Fred E. Hutchinson speaking to the gathering and about to introduce George Weltner. Others in the picture, from the left, are: Mr.C.Bernstein, Managing Director of Granada Theatres, Ltd.; Mr. John Davis, Deputy Chairman and Managing Director of the Rank Organisation; Mr. Weltner; Mr. T. Hinge, President of Cinematographers' Association.



John Davis, Deputy Chairman and Managing Director of the Rank Organisation, is welcomed to the function by Mr.Weltner. In centre is Paramount's Managing Director F.E.Hutchinson.



Mr. Hutchinson, in centre, is happy to have Mr. Weltner meet Exhibitor J. Prendergast, of the Rialto Theatre, York.

In particular, John Davis, Deputy Chairman of the Rank Organisation, paid Mr. Weltner and Paramount great compliment, saying, in part: ".....The news Mr. Weltner has announced is exciting to us within the industry here because it establishes this is not a dying industry....Paramount faith in the future that has a multimillion dollar production programme is positive confirmation of faith at any time, but it is particularly so today with so many people trying to knock our industry....We are honoured that Mr. Weltner thought it worth while to travel the miles to tell all the world and us here of this reaffirmation of faith in the industry. We at Rank have been trading with Paramount continuously since 1939.....It is a great comfort to me, and I know to you here, to hear Mr. Weltner describe the great films Paramount has finished and in production. Product is the life blood of our business. Paramount emphasizes in a practical way its faith in the business by giving details of this programme, which we know they will sell intelligently as always. Mr.Weltner has consequently brought us very good news which we badly need here. I have known him many years, and hold him in the highest possible regard as a man who always keeps his word. It was a pleasure to be here and I thank him and Paramount for the story he has brought us. I know all industry people here will join me in wishing him and Paramount good luck, and assure him we will give Paramount our every support."

Industry Compliment.

Throughout Mr. Weltner's world journey the press, both lay and industry, has paid wonderful compliment to both Paramount's world-wide sales head and the substance of the message he has carried. Representative of this acclaim is the salute of The Daily Cinema of London, which we have reproduced on Page 39.



Mr. Douglas Cornwell, Secretary and Director of Paramount Film Service; and Mr. James H. Richardson, Treasurer of Paramount Pictures Corp.



Mr. John Davis, Deputy Chairman of Rank, speaking the remarks quoted at left.



Jerry Juroe, Special Representative on Mr. Weltner's sales mission around the world; and Lawrence P. Bachmann, Managing Director, Paramount British Productions.

Also present at the meeting, in addition to the exploiteers shown on Page 21) were: Messrs R.Knights, London Branch; F.J.Reed, London Exploiteer; C.L.Flitcroft, Birmingham Branch Mgr.; G.Hawksbee, Cardiff Branch Mgr.; N.Barfield, Dublin Br. Mgr.; J.A.Gibson, Glasgow, Br. Mgr.; H.Class, Liverpool Branch Mgr.; H.S.Marshall, Leeds Br. Mgr.; J.L.Thornley, Manchester Br. Mgr.; T.Ainsworth, Newcastle Br. Mgr.; F.Gill and N.Wild, Head Office, London. Also from Publicity Dept., Messrs L. Pound, P.Barnes, J.S.Upfold, R.Coulson. And Secretaries -- Mrs. B.Kerr, Miss J. Lay.

EYE WITNESS STORY

By JERRY JUROE

THE PARAMOUNT AFFIRMATION-OF-FAITH WORLD-WIDE JOURNEY OF GEORGE WELTNER

* * * * * * * * * * *

WHEN M. JULES VERNE wrote his now famous classic, he had his hero, the all-accomplishing Phileas Fogg, achieve a very great amount of derring-do in many far and exotic places in all of eighty days. But, combine the speed of today's airliner and the special talents of the equally all-accomplishing George Weltner, and you have a towering amount of accomplishment won in even more places than Jules Verne imagined,and in only half the time!

Even the famous slogan of the United States Post Office, saying in part "Neither rain, nor sleet, nor snow --," was topped as Mr. Weltner met with and survived such varying opposition as a monsoon in Hongkong; the toppling of the government in Pakistan; the election of a new Pope in Rome; All-Saints Day in Paris, one of the biggest national holidays; and Guy Fawkes Day in London, when small-fry fire firecrackers at a rate that pales by comparison any Fourth of July an American county fair can offer.

All that, and more couldn't stop what was certainly one of the most gratifying business journeys in George Weltner's long and successful Paramount association.

Like a modern day "Message to Garcia," he was given the Affirmation of Paramount's Faith in the Future Message proclaimed by President Barney Balaban in New York last August 26th, and was entrusted by its author with the mission of carrying it to the far corners of the world. And carry it he did! The overwhelmingly enthusiastic response from industry leaders all around the globe has been music to Paramount ears. Cables, letters and telegrams are still literally pouring into the New York offices of Messrs Balaban and Weltner. All of them saying basically the same thing, whether their writers be exhibitors from a Toronto or a Singapore, producers from a Rome or a Paris, or industry leaders from a Los Angeles or a London. All saying that they are inspired by what they have been told and what they have been shown. The knowledge that the most respected and financially sound motion picture company in the business today will continue to be just that.....Respected for its wonderful world-wide organization and the men who manage it, and inspired by the type of product recently finished, currently in production, and also planned for production shortly.

A particularly fine and stirring vote of thanks and appreciation by Supervisor Svend A. Henriksen, on behalf of the entire Far East Division, appears on the Japanese page --- Page 34.

Please be sure and read it, for it is an inspired summation of what Mr. Weltner's journey means to the entire Paramount organization.

Paramount News was called "The Eyes and Ears of the World." It was to the eyes and ears of the world that Mr. Weltner brought his message via a thrilling speech which told his listeners what Mr. Balaban's remarks meant and what Paramount is planning in the production of new pictures. It was heard as a speech of hope, a speech of determination, a speech of solid planning, a speech of what the future held for them from Paramount, and, most of all, a speech of our faith in the future of the motion picture industry.

Not only did they listen, they saw...via the special full-color film strip projected at every presentation. As each star was named, a famous face went with it; as each top-entertainment picture was talked about, there was a still highlighting its size and scope; and as each upcoming production was discussed, there was a scene of the best-selling book, or some other index to the film's origin. All of this was Showmanship! Paramount in the person of George Weltner had a message to bring - and bring it he did! Never have thirty-five minutes of top salesmanship gone so fast.

Interest was held from start to finish. Even in Tokyo where there was need for a full translation to Japanese, General Manager Nobuo Metori decided that industry leaders would listen with full interest as Mr. Ise, Paramount's publicity director, read the product section of the speech, and Mr. Kai Hagashima, a leading Tokyo public relations officer, read the policy remarks in the local language,following the entire speech given in English by Mr. Weltner.

Momentum of the Far East Division coverage carried right on through Hongkong, Singapore and Bombay. Supervisor S. A. Henriksen brought A.S.Velasquez from Manila, Andrew T. Fan from Taiwan and Yuan Kao from Vietnam into Hongkong to join with H.S. Moh to hear the famous speech and to renew acquaintance with Mr. Weltner. All have since gone back to their countries with the speech and the film strip so that they can pass on the good news to their local exhibitors and the press. Part of Mr. Velasquez's job was made a little easier by the attendance in Hongkong of Ernesto Rufino, principal Philippines exhibitor. Mr. Rufino was so delighted at what he heard and saw in H.K., that he and his family flew on to Singapore to see and hear again. (And rumor has it that he has since turned up again at the Manila meeting of Mr.Velasquez).



LONDON DEPARTURE

Final au'voir of the great world journey was said in London, as Mr.and Mrs. Weltner (centre)took the boat train from Waterloo. At right - Mr. and Mrs.Russell W.Hadley. At left, Jerry Juroe and Managing Director Hutchinson.

Roy McAree's Singapore programme was a triumph from the moment the lights flashed on high atop the tallest structure in the city, the Cathay Organisation's Cathay Building and Theatre. Turn back to the cover of this issue and understand why. A welcome to George Weltner in letters 30-feet high, many stories in the sky. And any unknowing soul in Singapore who might have wondered who George Weltner was, certainly found out the day after the speech, for every newspaper gave such space to the Weltner luncheon as has never before been given the industry.

Attending the Singapore presentation were Chana Chaikijkarana from Thailand, and Cornelius Vlug from Indonesia, who also came, saw, and having heard and seen, couldn't wait to get back to Bangkok and Djakarta respectively to give their own "Affirmation" message.

Into Bombay, Mr. Henriksen brought L.B.Mukherjee from Calcutta and K.S.Rao from Rangoon, to join with Acting General K.S.Vaidyanathan and his executive aides, to be present for the Bombay speech. Mr. Vaidyanathan had the famous Taj Mahal Hotel ballroom bursting at the seams with virtually every important exhibitor in India. Neither the heat nor the crowd dimmed the enthusiasm.

At Karachi, Paramount's exhibitor, gracious Mr. Baig Mohammed, took charge of the Pakistan function due to the illness of Manager Abdul Latif, and did a yeoman job at the

John B.Nathan's Enthusiasm

John B. Nathan, General Manager for Continental Europe, North Africa and the Middle East, has written to Vice President George Weltner an appraisal of the global Affirmation of Faith tour which can well speak for all parts of the world visited by Mr. Weltner. Here's his declaration:

"....Material continues to pile in from the dailies and trades, both Italian and French, covering your meetings. There is no question that this trip of yours has had indescribable advantages for Paramount. It would be pretty hard to evaluate this trip in actual figures,but in addition to the definite lift it has given to the exhibitors and, of course, to the Paramount personnel, the value of the actual newspaper space itself is tremendous.

"I consider this trip a terrifically well conceived one, with nothing but advantages deriving therefrom."



World Approval

On Page 4 we state editorially that Mr. Weltner's world journey has produced "cables and wires running into the hundreds, letters into the thousands, and newspaper inches in the tens of thousands." Above we show Mr. Weltner surrounded by just a fraction of that evidence, but with even this much representative of all the world.

Luxury Beach Hotel. (See separate story in box).

The speeches in Hongkong, Singapore, Bombay and Karachi were all rendered in English; but John Nathan's European Division came up with the device which not only halved the time necessary for translation, but also got much additional space in the local dailies. Ever see a newsreel of the United Nations in session, with delegates equipped with earphones listening to a running, instantaneous translation of the speaker's remarks - the translation being in the language of the listener? Well, that's what was done in Rome and Paris. (See pictures elsewhere). As Mr. Weltner spoke, his remarks were simultaneously and expertly translated into Italian and French respectively, to the listeners. Earphones were at every seat, to be used or not. The idea did double duty. For when in Rome Mr. De Pirro, the Italian Minister for Entertainment in the Under Secretary of State's Office, spoke in Italian following Mr. Weltner, the latter heard the minister's remarks in English.

Pilade Levi, Italian General Manager, brought all of his branch managers into Rome. Also attending the Rome presentation was James Richardson, Paramount Pictures Corporation Treasurer, in Europe on company business. He also later attended the London presentation.

France's luncheon naturally was a culinary triumph,but the piece de resistance was the really amazing reaction to Mr. Weltner's speech from the assembled exhibitors, producers and trade and daily press. Paris sees many U.S. film leaders, but rarely does it react as it did when George Weltner told of Paramount's bold planning for the future.

"The Road To Karachi"

The events which transpired at this Pakistani capital when Mr. Weltner prepared to address a group of exhibitors at a buffet supper, might well have supplied a full script for a Hope-Crosby-Lamour 'Road' comedy. Fortunately everything ended on the right note, and the function was a complete success.

First of the unpredictables was the very-much-regretted illness of Paramount Manager Abdul Latif. However, such is the goodwil enjoyed by Paramount in this important part of the world, that with a distributor ill, an exhibitor stepped in to pick up direction of the event. This exhibitor happened to be Mr. Humayan Baigmohamed, whose showmanship activities and progress exhibition policies we have been most happy to report on in the past. This fine gentleman organized the meeting, gathered the party together, informed the press,and in masterful fashion coped with a pack of emergencies which were not on the calendar. In every way it was an unforgettable event.

Thanks to his aid, all present were most enthusiastically pro-Paramount when the function was all over, and garlanded Mr. Weltner in traditional fashion at Karachi Airport as he took off for Istanbul, Rome, Paris, London and New York.

Henri Klarsfeld's managers came from as far as Algiers to also be inspired by what their company vice-president had to say. And the Paris attendance included virtually all of John Nathan's fine sales crew. In for the speech, and to renew acquaintance with Mr. Weltner, were Paul Flodin from Sweden, Boris Jankolovics from Germany, Frank A.Siter representing his Spain and Middle East district; Kurt Troupp from Finland; Jules A. Gendre of Starfilm in Switzerland; Louis Kanturek of AFEX in Austria; K.F.J.Wijsmuller from The Netherlands, Emilio Prister from Portugal, Julian Binstock from Belgium, and John Aarshoj from Denmark.

All have since returned to their own countries to give the speech and to present the film strip in the same manner as Mr. Weltner did in Paris.

Finally, London! Fred Hutchinson and Russell Hadley used a horseshoe table setting for more than 130 leaders of the British film industry and press at London's Dorchester Hotel. And what a lucky omen it was! The spontaneous applause, and the chorus of "Hear-Hear's" (that only sound right when voiced by Britishers as an index of complete approval), punctuated the speech from start to finish. And when John Davis, Deputy Chairman and Managing Director of the Rank Organisation, spoke following Mr. Weltner's speech, and on behalf of all present, he put the icing on the cake, so to speak. Read his remarks in the London-meeting section of this issue and you will know why everyone present from all over the United Kingdom and the Republic of Eire thrilled to the final one of a long and so very successful series of "Affirmation of Faith" speeches made clear across the world by Mr. George Weltner for Mr. Barney Balaban.

And that he was the man for the job was so very properly answered in an editorial written by the editor of the very important trade paper, The Far East Film News of Tokyo. It stated: "George Weltner....Statesman-salesman."

NEXT MONTH

IN PICTURES AND DETAILED REPORT, LATIN AMERICAN DIVISION MANAGER H.B. GORDON'S MEETINGS IN CENTRAL AND SOUTH AMERICA, AND MANAGING DIRECTOR R.L. GRAHAM'S MEETINGS IN AUSTRALIA. ..ALSO REGIONAL MEETINGS IN FAR EAST,CONTINENTAL EUROPE AND THROUGHOUT THE BRITISH ISLES....AN INSPIRING, CONTINUING STORY.

STUDIO'S Y.FRANK FREEMAN GIVES HIGH PRAISE



Vice-president Y. Frank Freeman, in charge of the Hollywood Studio, was kept well posted on Mr. Weltner's world-wide tour by a progressive report prepared by James E. Perkins, president of Paramount International. This report went first to President Barney Balaban, and was circulated to Mr. Freeman by him. When the business section terminated with the London meeting, Mr. Perkins received the following memo, hand-written by Mr. Freeman on his own stationery:

"George Weltner has done a Wonderful Job, everywhere. We here at the Studio, are proud to be associated with him and his Organization."

Y. F. F.

PICTURES AND NEWS FROM THE NORTH AMERICAN BRANCHES***



YUL BRYNNER will be a most central figure throughout December, since "The Buccaneer" will have a world premiere in New Orleans early in the month and an equally glittering Broadway premiere 10 days later.

When speculation has done its worst, two and two still make four.
-Samuel Johnson



One of the things that are pretty certain about "Last Train From Gun Hill" is that the sizzling Hal Wallis thunderbolt brings new acting honors to young Earl Holliman (above).

If you want to get the best out of a man, you must look for the best that is in him.
-Bernard Haldane

NEW ORLEANS Mr. Holliday, our branch manager, returned from New York meeting with Messrs. Weltner and Owen bursting with wonderful and exciting news about the Paramount product for 1959. The excitement has caught on and after the marvelous meeting and luncheon Mr. Bradley, division manager, and Leonard Allen, advertising representative, conducted in New Orleans last week not only the branch but exhibitors also are looking forward to a most satisfying 1959 season. By the way, Mr. Holliday returned from New York and entered the hospital for a minor operation but is now back at the office and feeling fine which everyone is glad to see.

We, in New Orleans, are looking forward to the world premiere of "The Buccaneer" which promises to be a really big thing in our city.

Automobile business is really booming with ledger clerk Elaine Montalbano and cashier Ann Balencie both sporting '58 Chevrolets. Ann is also happy with the arrival of her 1st little niece as heretofore she had only nephews. Joan Escarra, Secty. to branch manager, welcomed a little nephew and is doubly pleased as this is her only nephew or niece.

With the New Orleans branch winning 5th place in Paramount's "Operation Jackpot", our branch manager, office manager, salesmen and bookers, are giving the rest of the office force a delightful seafood party as their way of saying "thank you" for the help they received in achieving their goal. It's our turn now to thank them for such a nice thought.

Jane McDonnell, booker assistant, returned from the WOMPI Convention in Denver, Colorado. With all the news of the convention. Most exciting, of course, was that the New Orleans gals had come home with 2 trophies - 1 for publicity and 1 for service. Congratulations girls.

Mrs. Nettie Warnick has left us to await the arrival of little Mitch's brother or sister.
-Mrs. Joan Escarra

SAN FRANCISCO All hands are jubilant over coming in second in the recent 'Jackpot' contest and are looking forward to enjoying the fruits of their labor.

Vacation News: Head Booker George Carmone returned from a trip to Seattle, Branch Manager's Secretary Esther Richter from a trip to the East Coast and Ledger Clerk Daisy Kehoe from a trip to Old Mexico.

Mrs. Milda East, wife of Division Manager Neal East, was suddenly taken ill while visiting her family in Ione, California and was rushed to Amador Hospital, in Jackson, where an emergency appendectomy was successfully performed. Patient has now completely recovered.
-Jack L. Stevenson

DES MOINES On Monday, October 13, a luncheon was held at the Hotel Savery for exhibitors and members of the press for the presentation of Paramount's "Affirmation of Faith."

Mrs. Mildred Babcock, cashier, and her better half have returned to work after a week's vacation in St. Louis, Missouri and the Ozarks.

Jerry Welter, Contract Clerk, is leaving Paramount November 1st to become a "Fireman" and in a few months will then take a short trip with the good ole' Army.

Chuck Caligiuri, Salesman, went to Omaha to sell our latest product to Theatre Booking Service and Coop Theatre Services. Mr. Frank joined Chuck for a few days for the opening of the new Cooper Theatre.

Wanita Goddard, Inspectress, spent a wonderful three weeks vacation in sunny California.

DENVER Pauline Hall, branch manager's secretary, has returned from a wonderful vacation - three weeks of living it up in picturesque Canada.....we are very sorry to see two of our ledger clerks leaving, Mary Lou Higgins who left on October 17th and Betty Giseburt who left November 7th. Lots of luck to both of them.

Our office manager, Bill Peregrine, has taken up golf. Consequently, most of his spare time has been spent on the golf course. Best of luck, Bill, on a low score.....Frank Carbone, booking manager, is one of the leading bowlers in this area. He presently carries an average of 186. Nice work, Frank.

Frank Burke, husband of Mildred Burke, our head inspectress, was recently defeated in the political race of Colorado Secretary of State. Mildred, who worked very hard to help her husband, is feeling very sad about his defeat. Cheer up, Mildred, happier days are coming.
-Frank Carbone and Betty Giseburt

A Comedy 'Riot'

The trade press is really going to town on Jerry Lewis' "The Geisha Boy". The Film Daily calls it "A Comedy Riot of Commercial Stature." Motion Picture Daily says, in leading off: "Let it be said at the outset that this is true blue Jerry Lewis." The New York sneak preview at the Mayfair Theatre also gave conclusive proof of the Lewis power to make tens of millions ------ laugh!

CHARLOTTE We were very happy to see our manager, Lawrence Terrell, return to his desk after undergoing surgery.

Mrs. Ann Rivenbark, ledger clerk, took her first plane trip last week when she flew to Washington, D. C. to spend her vacation with her husband, Jack, who is working there temporarily.

The proudest person in this branch is Yates Pryor, booker, whose wife, Sarah, presented him with a baby girl, Elizabeth Ann. She weighed in at 8 lbs. 7 ozs. and arrived the morning of Sept. 27. (Continued on Page 28)

VITAL NEWS ABOUT "WAR AND PEACE" .....and PARAMOUNT'S ALL-TIME**** GREATEST PRODUCTIONS

CONTRACT SIGNINGS BY TOP SHOWMEN

THE FILM WEEKLY, November 13, 1958

"NORTH WEST MOUNTED" TO CIRCLE AUSTRALIA

In the early 1910's Cecil B. DeMille's Technicolor production "North West Mounted Police," created many records for showmanship and business that have stood for years.

With the intervening years, interest for this popular film has still held that with its reissue soon contracts have been signed for all States, thus "North West Mounted Police" will virtually circle Australia.



Norman B. Rydge, managing director, Greater Union Group, signing for re-presentation of "North West Mounted Police" at Capitol, Sydney, and State, Melbourne, with Paramount's general sales manager George Nacard.



Film buyer Roy Barmby recalls the earlier success of "North West Mounted Police" when he signs on behalf of Northern Amusements and Coalfields Circuit for re-presentation of Cecil B. DeMille's masterpiece.



Cliff Searl, managing director of City Theatres Company, is seen here with Paramount's Western Australian branch manager Jack Edwards signing the contract for the re-release of "North West Mounted Police" at the Royal Theatre, Perth, next January.



As the Wintergarden, Brisbane, has been slated to commence a long run of "North West Mounted Police," commencing December 11, Bill Winterflood, general manager of the Birch, Carroll and Coyle Circuit of six big Queensland theatres, signs on the dotted line.



Claude Henderson, managing director of Tasmanian Theatres, is very happy to sign a contract for the return of "North West Mounted Police" to the Avalon Theatre, Hobart, and Plaza, Launceston. Pictured with Henderson is Paramount's local manager Bert Kelly.

Royal Democracy

COPENHAGEN, Denmark - During the past few months, Paramount Manager John Aarshoj had offered to show the Danish Royal Family "War and Peace." Phoning recently to repeat the invitation, he was informed by the King that the Queen had been to the Palads Theatre once, and the Crown Princess and the other two Princesses had attended the performance twice.

Itseemsthat the Royal Family bought their tickets the same as the regular audience, and when Mr. Aarshoj deplored the necessity of this, he was informed that this was the way the Royal Family wanted it, because they were not interested in publicity.

But they obviously were very much interested in "War and Peace."



JOHORE BAHRU, Malaya - This is the exterior of the magnificent new Cathay Cinema which opened here recently with "War and Peace" (and to sensational business). The house was visited by Paramount Pictures Vice-president George Weltner on his world tour. With him is Mr. Richard Yeo, manager of the theatre.



LEFT

SYDNEY, Australia - All but one of the Australian states are set to see "North West Mounted Police" as this opening attraction of Paramount's All-Time-Greatest series of attractions is launched. In our reproduced news section of The Film Weekly are shown five of the country's top exhibitors signing for Cecil B. DeMille's exciting action picture with a wonderful cast -- Gary Cooper, Madeleine Carroll, Paulette Goddard, Robert Preston and Preston Foster.

FLASH

A cable is just in announcing that Manager Chick Arnold of the Majestic Theatre, Adelaide, has signed to show "North West Mounted Police" following the run of "The Ten Commandments"(now in its 29th week).

THIS MAKES IT 100% FOR ALL OF THE AUSTRALIAN STATES FOR PARAMOUNT'S ALL-TIME-GREATEST. SWELL WORK!!



COPENHAGEN - Last month we told you about the former London bus that the manager of the Villabyernes Bio here purchased for the showmanship purpose of bringing the picturegoers of a nearby community to his cinema. This community had lost its theatre, and with so wonderful an attraction as "War and Peace" offering, the Villabyernes Bio manager knew that a course of drastic action was necessary. He had a powerful ally in Paramount Manager John Aarshoj. Working as a team they put this new bus into service (replacing a smaller one),and they decorated the bus in a fashion that left no doubt about Audrey Hepburn being in a picture entitled "War and Peace."

This was many, many months ago, and we understand that the great Dino De Laurentiis-Paramount picture still is running.



BOGOTA, Colombia - Exterior of El Cid Cinema on the occasion of the gala premiere a couple of weeks ago of "War and Peace." As we go to press it is still doing marvelous business,and Paramount Manager Juan A. Sastre reports that "W&P" has outgrossed "The Greatest Show on Earth" (a record-holder up to now), and also that the picture will remain at El Cid "for some time to come."

We are much inclined to the belief that "Houseboat," which co-stars Cary Grant and Sophia Loren, will be one of the most successful Paramount pictures, world wide, in years. It is a glorious comedy - and the world cannot have too much laughter.

Gremlins went wild on Page 39 last month. In two separate cases we incorrectly identified a pair of All-Time-Greatest Paramount pictures that are being sponsored by Adolph Zukor. The correct pictures, which we should have named, are "The Plainsman" and "Lives of a Bengal Lancer."



SANTIAGO, Chile - One of 20 wonderful window displays for "Las Noches de Cabiria," which Paramount is releasing all throughout Latin America with virtually unparalleled success. Paramount Manager Juan Laupheimer has provided us with much wonderful showmanship evidence attesting to the enthusiasm with which the Giulietta Masina pictura was received.

MR.GEORGE WELTNER ES PORTADOR DE UN MENSAJE ALREDEDOR DEL MUNDO

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El principal objeto de este número de Paramount World es el de describir, por orden cronológico, la presentación individual de la "Afirmación de Fe", proclamada por Mr. Barney Balaban, en un mensaje llevado alrededor del mundo por Mr. George Weltner. Este mensaje y lo que él significa para nuestra organización son tan importantes que hemos creído conveniente retroceder al comienzo de este evento, o sea la reunión inicial celebrada en Toronto, Canadá, y desde allí seguir paso a paso hasta la celebración de la reunión en Londres. Así, en un solo informe, daremos al paramountista una explicación de cómo originó el gran mensaje y a quiénes fué transmitido por medio de más pequeñas reuniones, pero no menos importantes, todo lo cual nos conducirá a una interpretación fiel del futuro de nuestra Compañía. Sin embargo, a pesar de la extensión que damos a este asunto, forzosamente habrá de ser incompleto. Por esta razón queremos asegurar a todos aquellos paramountistas que participaron en los actos mencionados, y que, por una razón u otra, no conste en esta crónica, que no por ello es menor el aprecio y reconocimiento de los señores Balaban y Weltner, al cual añadimos el nuestro, por su contribución al gran éxito de uno de los acontecimientos más importantes en la historia de la Paramount. . . El principal objeto de este gran mensaje — el nuevo producto Paramount — continúa tomando forma por el número de grandes películas en vías de producción. Entre ellas, "The Buccaneer" ("El Bucanero"), está despertando gran interés. Esta película se estrenará en Nueva Orleáns el día 11 de diciembre, al cual seguirá, diez días más tarde, su estreno en Nueva York. "Last Train from Gun Hill" ("El último tren de Gun Hill") ha sido proyectada en Nueva York y la opinión general es que es "la película del Oeste más grande que se ha producido". "Geisha Boy" ("Tú, mi conejo y yo"), hará reír al más serio, según aseguran los que la han visto. "That Kind of Woman" ("Aquella cierta mujer") provisional, con Sophia Loren, es precisamente la película que el público ansía ver en la pantalla. Danny Kaye, en la película "The Five Pennies" ("Los cinco centavos), es otro triunfo artístico para el gran comediante y un éxito seguro de taquilla para el exhibidor. . . Y, como es de esperarse, "Los Diez Mandamientos" continúa dando la vuelta al mundo con éxitos nunca igualados y que difícilmente serán superados. Nos llegan informes que, por su importancia, merecen la mayor extensión, especialmente el que procede de Filipinas. No hay duda que esta magna realización de Cecil B. DeMille seguirá ocupando nuestra atención por décadas a venir.

THE PARIS MEETING stood them on their ears: Mr.Thevenot, of Pathé; Mr.Felix Michel, Marseilles Branch Mgr.; Mr.Robert Rochefort, Sales Mgr.; Mr.Heron, Mgr. Exploitation,Pathé; Mr. Wibaud,sub-manager Exploitation,Gaumont; Mr.Eugene Maillet,Asst. Sales Manager,Paramount.



ARRIVAL FROM ROME

Scena at Le Bourget as Mr. and Mrs. Weltner,and Jarry Juroe arrivad for tha Paris meeting. From left: Mr. Juroe,Mr.Weltner, Mrs.H.Klarsfeld, Mr.John B,Nathan, Mrs.Hanri Michaud, Richard Edalstein, Mrs.Waltner, Mr.Klarsfald, Henri Michaud, Mrs.Edelstein, Marcel Hamel.



REPORTS AND PHOTOGRAPHS of the regional meetings in Europe are to hand, and we can promise you a comprehensive coverage of these meetings in next month's issue.

MR.G.WELTNER A PORTE UN IMPORTANT MESSAGE AUTOUR DU MONDE

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Le principal but de ce Numéro de Paramount World est de décrire dans l'ordre chronologique comment Mr. George Weltner a transmis personnellement au monde le message affirmant la foi profonde de Mr. Balaban en l'avenir du cinéma. Ce message, et ce qu'il signifie pour notre organisation, est si important que, contrairement à nos habitudes, nous faisons un retour en arrière et nous commençons par le début de ce voyage - la première réunion ayant eu lieu à Toronto au Canada - et ensuite nous suivons ce voyage pas à pas jusqu'à la réunion de Londres. Ainsi, en une seule présentation, nous montrons en détail comment ce grand message a pris naïssance, à qui il a été présenté, à quel pays il a été apporté, comme il a été reçu, comment il a été transmis au cours de réunions parfois plus réduites numériquement mais d'une importance égale, et ce qu'il a ajouté à l'avenir de notre compagnie. Cependant, cette présentation, si explicite soit-elle, comportera quelques lacunes. C'est pourquoi nous tenons à rassurer tous les membres de l'organisation Paramount qui à travers le monde ont participé à ces évènements et ne sont pas mentionnés dans notre article. Qu'ils soient certains que leur contribution au grand succès de notre entreprise a eu une valeur considérable et qu'elle a été profondément appréciée par Mr. BALABAN et Mr. WELTNER.

Pendant ce temps-là, on continue à tourner dans nos Studios des films spectaculaires, dont la liste formait la partie essentielle de ce grand message.

"The Buccaneer" présente un intérêt passionnant et la Première aura lieu à la Nouvelle-Orléans le 11 Décembre et à New-York 10 jours plus tard.

On a vu "Last Train from Gun Hill" à New-York et ce film a été acclamé comme "Le Plus grand Western qui ait jamais été fait". On a montré en privé "GEISHA BOY", et ce film a remporté un tel succès que le public était secoué d'éclats de rire. "That Kind of Woman" avec Sophia Loren est une comédie romanesque qui répond exactement au goût du public actuel. Les Studios ont annoncé qu'avec le film de Danny Kaye "The Five Pennies" se réalisent tous les espoirs qu'on avait fondés sur cette merveilleuse histoire.

Et naturellement parmi tous ces films, les "Dix Commandements" continue à travers le monde sa carrière. Le plus grand film de tous les temps. Nous avons d'autres merveilleuses nouvelles à ce sujet dans ce numéro. En effet, quelques rapports sont tellement exceptionnels que nous leur avons consacré une place supplémentaire, notamment à celui qui nous arrive des Philippines. Vous pouvez être sûrs que pendant les années à venir nous aurons constamment des compte rendus sur le film le plus puissant de Mr. DeMille.

BRITISH FILM INDUSTRY ENTHUSIASM-ALERTED BY PARAMOUNT PLANS******



LONDON - Paramount's ace field representatives were present at the dynamic Dorchester Hotel meeting at which Vice-president George Weltner presented President Barney Balaban's celebrated message of faith. They are shown here with Assistant Managing Director Russell Hadley,Jr. (3rd from right). Reading from left: Messrs H.Freeman (Newcastle), J.Burnell (Manchester-Liverpool),E.Sullings (Leeds), C.Wilson (Cardiff), and A.F.Youngs (Glasgow).

One of the very finest of hundreds of personal and business messages received by Mr. Weltner as a result of the London meeting was from Philip Hyams,an outstanding industry figure. It said, in part:

"Dear George - You were really outstanding at the luncheon yesterday. You put over very heartening and illuminating propaganda not only for Paramount, but for the trade generally. It was inspiring to hear some optimistic observation instead of the usual pessimistic groans. ...Your listeners will not readily forget the occasion. ....I wish you continued success for your Company, and an abundance of good health for yourself."



LONDON - Industry notables at the premiere of "The Matchmaker" at the Plaza. From left: Mrs. Sam King, Mr. and Mrs. F.E.Hutchinson, Mrs. Edward Danziger, Mr. Sam King, Mr. Edward Danziger, Mr. and Mrs. Harry Danziger.

The British press had some wonderful things to say about "The Matchmaker." Here are typical excerpts:

(Picturegoer):...it's the daffiest, dandiest comedy Hollywood has sent us this year.....(News Chronicle) ...a happy and often hilarious bit of whimsy with perfect performances.....(Weekly Sporting Review): ....there are so many praiseworthy points about this sparkling comedy that it is a puzzle deciding in what order to mention them....(Daily Mail):...a very cosy, infectious and personal family joke.... (What's On):....excuse me while I adulate. A highly polished, wonderfully written entertaining 101 minutes of movie....(The People):...should bring back that lost audience - and family.



Crowds leaving the Plaza following the premiere of "The Matchmaker."



LONDON - Interesting trio at George Weltner's Affirmation of Faith in the Industry luncheon at the Dorchester Hotel. Mr. Weltner is at right, Managing Director Fred E. Hutchinson in centre, and at left is Booking Manager W.J.McAree, of the Wood Circuit,Liverpool, and father of Roy McAree,Paramount's General Manager in Singapore.



LONDON - Managing Director F.E.Hutchinson, left, and Russell W. Hadley,Jr., Assistant Managing Director, in the lobby of the Plaza Theatre as "The Matchmaker" was premiered.



LONDON - At the Dorchester Hotel function, Mr. Weltner,at right, meets Mr.Richard Hamer, Director of C.M.A.,at left,with Mr.F.E.Hutchinson introducing.



LONDON - Messrs Cecil Bernstein (Managing Director of Granada Theatres Ltd.), L.Elliman (Managing Director,Odeon Theatres, Northern Ireland) and Tony Reddin (Paramount Director of Adv. and Publicity), at the Paramount luncheon at the Dorchester Hotel under the chairmanship of George Weltner.

Danny Kaye seconds the general sentiment at Paramount's studio that one of the overseas correspondents always most welcome is Britain's Nora Laing. Above,she has just been talking with Danny about his current production, "The Five Pennies."



MORE EVIDENCE OF THE BUSINESS-GETTING POWER OF SHOWMANSHIP



MELBOURNE - "Teacher's Pet" was given one of the solidest and most comprehensive showmanship campaigns ever accorded any film in this city. Paramount Publicity Manager Jim Williams was on from Sydney to lend weight and power to the enormously effective efforts of the Greater Union Theatres staff, with the result that all eyes turned to the State Theatre.

Scene above was one of the attention getters outside of Foy and Gibson store. Young man in cap and gown was manager of the record department. A noted model, Beverley Stewart, wears the mortar board; top disc jockey, Geoff Manion of 3AW, wears dunce's cap. Procession leading to this event is pictured below.



MELBOURNE - Two Isetta cars bearing model Beverley Stewart and disc jockey Geoff Manion traverse the city's main streets bearing signs announcing the title, "Teacher's Pet."

All of these activities and countless others were kept continually before the attention of the people of Melbourne by press stories, window tie-ups, radio broadcasts and popular telecasts. Both broadcast media also featured Doris Day records.

In every sense a showmanship campaign that did not miss a single bet.



GUAYAQUIL, Ecuador -The most important department store in the city carried this spectacular display for "The Ten Commandments" in its main window. Store is Tossi's, and the display consisted on the famous statuette reproduction of Michelangelo's 'Moses' mounted on a revolving base carrying colored transparencies from the Cecil B.DeMille production.

BELOW

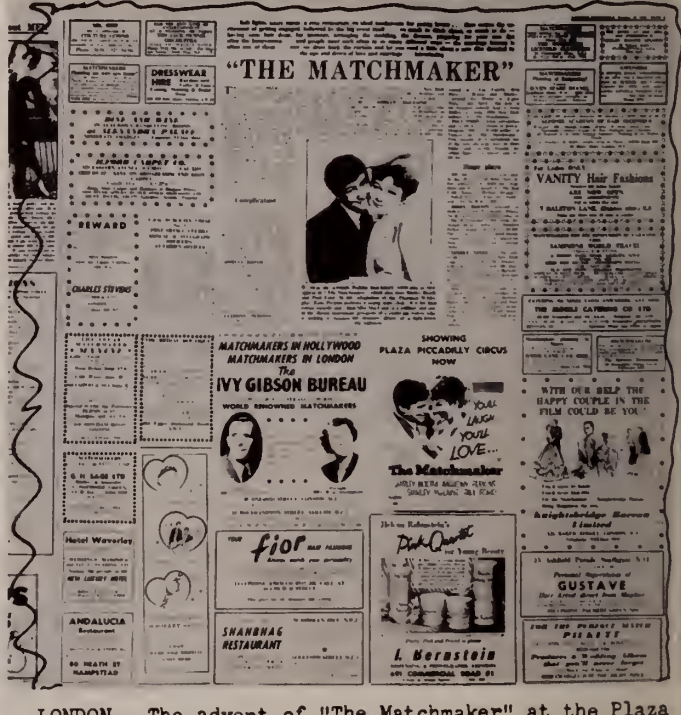
CHICAGO - This houseboat was used effectively both on land and water here to focus attention on Paramount's "Houseboat" at the Esquire Theatre. Its 'crew' was made up of members of the Chicago Uptown Boys Club, and among the 'passengers' carried were Chicago columnists and movie critics, and the members of a much-publicized fashion show. Manager Stan Lezeritz of the Esquire promoted this fine showmanship.





NEW YORK - This is the "River Queen"Houseboat that travelled all the way by trailer truck from the River Queen Boat Works in Gary, Indiana, to be on hand in all of the boroughs of New York to call attention to Paramount's cinematic "Houseboat.That it could travel so well on both land and water was a tribute to Builder R.J.Peterson. In New York the craft, on a trailer, made the rounds of every Loew theatre in the five boroughs, taking nine days for the trek. It came complete with an attractive ballyhoo girl, who told assembled crowds about the Cary Grant-Sophia Loren picture coming to the Capitol Theatre on Broadway. Zac Freedman was Paramount publicist on this showmanship endeavor.

EXHIBITORS WAITING FOR THEIR SHIP TO COME IN, SHOULD NOTE THAT THE NAME OF THEIR SHIP IS S H O W M A N S H I P.



LONDON - The advent of "The Matchmaker" at the Plaza saw at least one piece of showmanship that was without precedent -- a cooperative advertising spread by the top British matrimonial agencies. While too small in this reproduction to be read, the individual advertisements were most intriguing, and the fact of a Plaza ad being among them sent flocks of couples off to see the Don Hartman production.

NEWS AND VIEWS OF PARAMOUNTEERS AT THE HOME OFFICE

With the vacation season going down, the Home Office seems to be in store for a winter wedding season.

An office party was held November 10th in Room 957B for Jeanne Nolander, Secretary to Sid Herman, who was married the following evening to Edward Fox. Her co-workers gave her a portable folding table as a gift. Everything from cashew nuts and wine to music and the groom were present. John McKeown, Contract Clerk, attended their Saturday night affair and sang at the ceremony and reception. The couple spent a week in Bermuda and a week at home.

Richard Nathan, previously with the Panama Branch and Donald Nathan's brother, was married November 5th to Miriam Goldstein at the Hotel Pierre in New York. After a week's honeymoon in the Virgin Islands, the couple departed for El Salvador, where the groom will settle down as manager of the Paramount Branch.

Personnel changes: John Wright, who has been with Paramount for 28 years, left this month in order to go into his own business. A luncheon was given for him by his co-workers November 10th at the Famous Kitchen, with forty people in attendance.....Anne De Leonardis has been hired to replace Anne Badolati as Mr. Piper's secretary.....Pamela Ann Priestley and Doris Pfeiffer are two tenth floor newcomers.....Switched from Domestic TEN COMMANDMENTS to Foreign, where he is assisting Milton Goldstein, was John Rubinich

DEPARTMENT OF
"TELLING THE WORLD"

INGER STEVENS INTERVIEWED IN HOME OFFICE FOR IMPORTANT JAPANESE FAN MAGAZINE

Dressed in a tan, fur overcoat, a grey tweed skirt and a black shapely sweater, scintillating Inger Stevens, currently starring in the Paramount production, THE BUCCANEER, was escorted into the ninth floor radio room by Howard Haines of the Advertising Department, November 10th, for a tape-recorded interview with Miss Kazuko Komori, who writes for the prominent Japanese film publication, Eiga-no-Tomo. The tape, produced by International Publicist Armand Cardea, will be used on radio stations in Japan.

Miss Stevens greeted those present with a friendly smile that revealed sparkling dimples and radiant, white teeth. After removing her coat, she sat down near Miss Komori. Shortly, the interview began, and a very absorbing session of conversation, questions and answers was under way. Succumbing to the prevailing informal atomosphere, Miss Stevens sat back and slipped out of her shoes. The natural charm of personality and diction necessary to a performer, which she had evidenced from the first minute she entered the studio, was even more ostensible during the interview.

Miss Komori, who possesses fully the Oriental charm, first asked her questions in English. Then, after the blonde, svelte film star gave her answers, the distinguished Japanese magazine writer translated both questions and answers into her native tongue, for the benefit of the Japanese radio audience. The interview flowed as smoothly as natural conversation, and through out most of the recording, that's what it seemed to be, except that it had an added magnetic quality, caused by the casual, witty comments that resulted.

When asked to describe her role in THE BUCCANEER, Miss Stevens answered enthusiastically on both her role and the picture. "But I can't tell you what the ending is," she replied. "That's for everyone to find out for themselves." Miss Komori asked her how she manages to keep so beautiful. Her reply was "the way one looks is just a reflection of one's state of mind, and I am happy." "What is your favorite picture out of all those you have made," was another question. "My favorite picture is always the current one, just as my favorite director is always the one I happen to be currently working with."

When the interview ended, Miss Komori thanked the actress for her participation and Miss Stevens thanked Miss Komori with the Japanese word for "thank you," then added "Sayonara." Later, both were given an issue of Paramount World to look at.

-Helen Kwartler



Richard Goodman of the Traffic Department and his bride of last month had this snapshot taken in Miami where they were honeymooning for two weeks.



"DO YOU HAVE AN APPOINTMENT, SIR?" This official-looking toddler is 9-month old Jeffrey, and he belongs to Sally Henig, Mr. Piper's former secretary.



Mae Bagwell, who left this month to await a new arrival, is shown above with Russell Holman who presented her with a baby carriage and a bassinet from her co-workers.

SCANDINAVIAN PARAMOUNTEERS AT THE PARIS MEETING

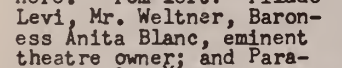


PARIS - Prominent in the foreground at the Ritz Hotel meeting to hear Mr. Weltner's great message, are the three top Paramounteers from Scandinavia — from left: Paul Flodin (Sweden), Kurt Troupp (Finland), and John Aarshoj (Denmark).

Others in the group, beginning clockwise at top, are: Julian Binstock (Belgium), Mr. Deschamps (Mgr. Circuit Sud-Ouest), Mr. Harlé (Cinématographie Francaise), Mr. J. Lebreton, Mr. M. Hamel, Mr. G. Chapal, Mr. Roux (Lyon Branch Manager), Mr. J. Siritzky (Mgr. Société Exploitation Cinéma Paris-Province), Mr. André Martin, Mr. Hudson (AP), and, at left, Mr. Higbee (UP).



ROME - Glimpsed at the tremendously successful meeting held by Mr. Weltner at the Hotel Excelsior here. From left: Pilade Levi, Mr. Weltner, Baroness Anita Blanc, eminent theatre owner; and Paramount Sales Manager Renato Cammarota.



The wise man is informed in what is right. The inferior man is informed in what will pay.
-Confucius

MR. WELTNER RESER VÄRLDEN RUNT

* * * * * * * * * *

Syftet med detta nummer av Paramount World är främst att i kronologisk ordning söka lägga fram fullständigast möjliga fakta om hur Mr. Barney Balabans viktiga produktionsmeddelande genom Mr. George Weltners personliga medverkan förts ut i världen. Ärendet har befunnits vara av sådan viktig natur, att vi tagit det något ovanliga steget att gå tillbaka till den inledande konferensen i Toronto, Canada. Från denna utgångspunkt ha vi sedan sökt följa utvecklingen fram till konferensen i London. Genom en sådan enhetlig översikt vill vi försöka ge er en uppfattning om hur det hela började, vilka personer och vilka länder som delgivits den nya given, hur den mottagits och hur den via sammankomster av mindre format men för den skull av inte mindre betydelse gått vidare ut i världen. Hur detaljerad en dylik resumé än må vara, kan den dock knappast bli fullständig. Det är oss för den skull angeläget att försäkra varje paramountär runtom i världen att hans, eller hennes, medverkan till ett lyckat resultat uppskattas till fullo av Mr. Balaban såväl som av Mr. Weltner, även om detta inte kommit till synes i vår rekapitulation.

Under tiden som allt detta skett har nya filmer undan för undan lämnat vår Studio. THE BUCCANEER motses med spänd förväntan, världspremiären blir i New Orleans den 11 december med New York-premiär tio dagar efteråt. LAST TRAIN FROM GUN HILL har visats i New York och betecknas som "den största västernfilm som någonsin gjorts". En "preview" av GEISHA BOY utlöste stormande skrattsalvor. Sophia Lorens THAT KIND OF WOMAN är en komedi av det romantiska slag som publiken längtar efter just nu. Danny Kayes THE FIVE PENNIES infriar de höga förväntningar man ställt på filmen, meddelas från Studion.

I egenskap av den största filmen genom tiderna fortsätter DE TIO BUDORDEN att visas världen över. Vi har en mängd nyheter om den i detta nummer, några så pass ovanliga att de beretts extra utrymme, framför allt den från Filippinerna. Vi kommer att ha nytt att berätta om Cecil B. DeMilles största storfilm under år framåt.

MR. GEORGE WELTNER E O PORTADOR DE UMA MENSAGEM PARA TODO O MUNDO

* * * * * * * * * * *

O principal interêsse do Paramount World, ao lançar esta edição, é estampar cronològicamente as apresentações individuais do "Testemunho de Fé" de Mr. Barney Balaban no futuro da Paramount, mensagem de que se fez portador para todo o mundo Mr. George Weltner. Essa mensagem e o que ela representa para a organização, são de tal significação, que nos sentimos na obrigação, ao historiar êste fato, de nos reportarmos à idéia inicial -- surgida naquela histórica reunião da Paramount em Toronto, Canadá— seguindo-a depois de ponto a ponto até à muito lembrada conferência de Londres. Assim, numa única apresentação, mostramos como se originou a idéia dêsse grande documento, em que países já foi êle apresentado, como foi recebido, e como foi transmitido, em pequenas reuniões, aos seus receptores, que dessa forma ficaram participantes daquela grande fé no futuro da companhia. E a despeito dessa meticulosidade na apreciação e menção dos fatos, ainda restam muitas facetas que a nossa pictorização não registrou. Portanto, cabe-nos assegurar aqui a todos aquêles aliados da organização, que tomaram parte dessa demonstração de fé, e cujos retratos por acaso não saíram na nossa reportagem, que a sua contribuição para o êxito obtido foi apreciada por Mr. Balaban e Mr. Weltner no mesmo plano daquêles que se acham representados nas fotos.

Enquanto isto, o objeto básico dessa declaração de fé no futuro da companhia, que são os próprios filmes por ela produzidos, êstes, não tenham dúvida, continuam a sair dos nossos estúdios num franco atestado de que a Paramount, como sempre, segue na vanguarda da melhor produção de fitas de aceitação mundial. "The Buccaneer" está despertando tremendo interêsse naquêles que já gozaram do privilégio de ver suas primeiras "provas" postas na téla. A sua portentosa estréia mundial terá lugar em Nova Orleans, a 11 de dezembro próximo, com a estréia de Nova York a se seguir dias depois. E depois temos "Las Train From Gun Hill", que já foi apresentado em Nova York, sendo considerado pela crítica como "the greates Western ever made". "Geisha Boy" foi igualmente recebida com grandes elogios como vibrante comédia. Da esplêndida Sophia Loren temos "That Kind of Woman", que é uma comédia-romance daquelas que os públicos de tôdas as partes recebem com deleite. Há ainda "The Five Pennies", comédia de Danny Kaye e que pode ser considerada como a sua melhor fita até hoje produzida.

Está claro, no meio de tanto esplendor, precisa-se frisar que OS DEZMANDAMENTOS continua fazer sucesso por todos os países onde o filme a sua fama recebem o tributo do público. A propósito, temos notícias recentes, estampadas em outra parte desta edição, reportagem essa que o leitor deve ler para a sua própria informação e deleite. Uma dessas notícias vem das Filipinas e não tenhamos dúvidas -- a maravilhosa produção de Mr. DeMille estará despertando igual interêsse por vários anos futuros.

CONTINENTAL EUROPE HEARS MUCH OPTIMISM CONCERNING FILM INDUSTRY'S FUTURE



ROME - Dais of the horseshoe table at the Excelsior Hotel as George Weltner's Affirmation of Faith mission around the world came to its brilliant Italian climax.

Reading from left: James H. Richardson, Treasurer of Paramount Pictures Corp., Dino De Laurentiis, producer of "Tempest"; Frank Gervasi, MPEA Representative in Italy; Eitel Monaco, President of ANICA; Paramount General Manager Pilade Levi; Nicola De Pirro, Director General of Entertainment Dept.; Mr. Weltner; John B. Nathan, General Manager of Continentatl Division; Italo Gemini, President of AGIS; Rome exhibitors Baroness Anita Blanc and Giovanni Amati. In foreground, Jerry Juroe.

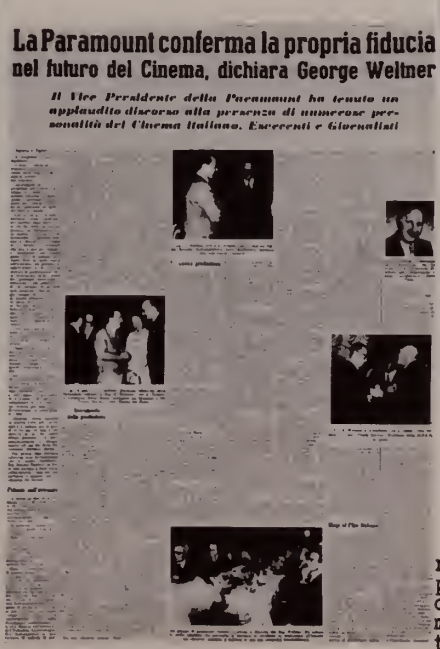
A great deal of wonderful evidence of the continuing success of "The Ten Commandments" in Europe is being held for publication next month. You know why!



AMSTERDAM - Two great Russian artists of the film world, in Holland for the Dutch premiere of the Russian picture, "Don Quichot," also made use of their limited and valuable time to see Anna Magnani in "Wild Is the Wind" at the Alhambra Theatre. The film figures are Grigory Kozintsev, at right, director of "Don Quichot," and actor Nicolai Charkasov, who plays the title role in the film. On the day in which they were to have attended a concert, they preferred to witness the Magnani picture, about which they were most enthusiastic. They stated that in their opinion "the best scene of the picture was the taming of the wild horse."



ATHENS - Principals in the recent film business meeting here were John B. Nathan (left) Paramount's General Manager for Continental Europe; and Savas A. Pylarinos, Distributor for Paramount in Greece.



La Paramount conferma la propria fiducia nel futuro del Cinema, dichiara George Weltner

Il Vice Presidente della Paramount ha tenuto un applaudito discorso alla presenza di numerose personalità del Cinema Italiano, Esercenti e Giornalisti

ROME - Although not legible for reading purposes, this is the entire page of the eminent newspaper Araldo dello Spettacolo devoted to the Paramount Affirmation of Faith Meeting in this city.



ATHENS, Greece - No project in this venerable, and venerated, city ever proceeds without receiving the prior benign influence of the Parthenon. And so we have this group at the historic edifice as Continental General Manager John B. Nathan pays a business visit to the Greek capital.

From left: (Unidentified guide), Cairo Manager H.Donald Hunter; Lebanon Manager William Goldenthal, Supervisor for Spain ,Portugal and the Middle East Frank A. Siter, Mr.Nathan and Mr. Savas Pylarinos, Paramount Distributor in Greece.



ATHENS - Here in the office of Paramount distribution, Mr.Pylarinos greets members of the Greek press. In the background are Messrs.J.B.Nathan, Thanos J. Mosconas (sales manager for the distributor), and Frank A. Siter.

NEW YORK GREETS "HOUSEBOAT" AND PHENOMENAL U.S. ACCLAIM REPEATS

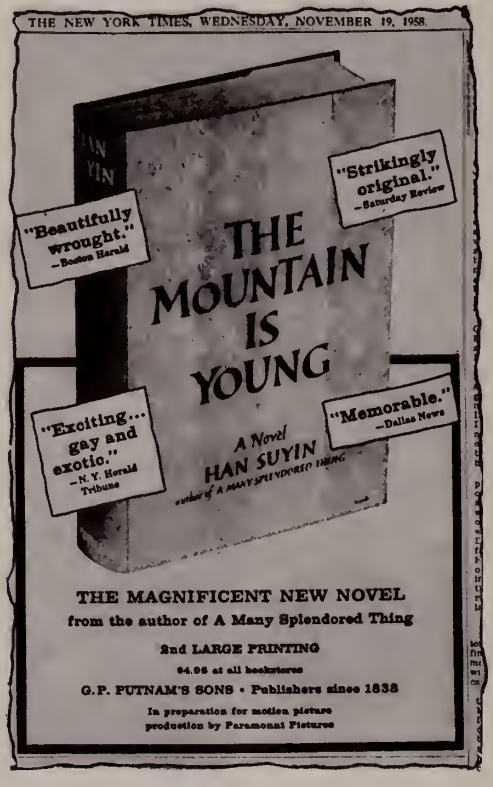


Paramount's "Houseboat" is proving to be one of the happiest transports of fun Broadway has had in ages. When the merry craft, with Cary Grant as its skipper, and Sophia Loren as its/his mate, moored at the Capitol, vast throngs came aboard and laughed their fool heads off. "Houseboat" is certainly a pace-setter for happier times.



Premiere of "Houseboat" was a benefit in aid of the Beth David Hospital. That institution's committee certainly got out and worked for the opening. Three of its most energetic workers are shown above just after making a ticket sale to Mayor Robert F. Wagner. These co-chairwomen are (L-R) Mrs. Buddy Engel, Mrs. Harry E. Gould and actress Joan Crawford.

ONE OF THE HUNDREDS OF fine tributes received following Mr. Balaban's affirmation of Faith was a letter to Kansas City Branch Manager Harry Hamburg reading: "Thanks very much for the 50 copies of Paramount World with Mr. Balaban's special message. We are serding these to the principal theatres in our division with the feeling that it will give our managers the same lift which we experienced when we heard Tom Bridge. (sgd.) Richard Brous, Fox Midwest Amusement Corporation."



Massive advertisement in a recent issue of The New York Times for "The Mountain Is Young." Note the line at bottom of the ad which says:

In preparation for motion picture production by Paramount Pictures.



SIDNEY G. DENEAU has been appointed a vice-president of Paramount Film Distributing Corporation, it was announced November 20, by George Weltner, president. Deneau is Paramount's Western Sales Manager, and will continue in that position. The appointment is effective immediately.

Deneau joined Paramount in 1953 in an executive sales capacity, and in 1956 was appointed Western Sales Manager.

Prior to joining Paramount, Deneau was vice-president in charge of sales for the Selznick Releasing Organization. Previously he was general manager of the Schine Theatre Circuit.



CINCINNATI, Ohio - While the Paramount screen version of Thornton Wilder's "The Matchmaker" is tickling the ribs of picturegoers across the nation, the stage play itself still is going strong. It was playing at the Cincinnati Summer Playhouse when the above three members of the stage cast were invited to a local film theatre for a look at the Don Hartman production.

The three are: Ann B. Davis, who also can be seen as 'Schultzie' in the Bob Cummings TV show; Carol Stone and Lyle Talbot, whose film credits rumber in the hundreds.



RIGHT

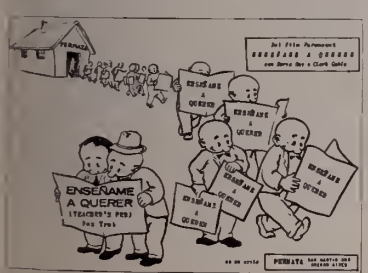
Susan Hayward gets a real lift from Jacques Bergerac in one of the many tespestuous scenes from the highly exciting "Thunder in the Sun," soon to be released by Paramount.

SHOWMANSHIP AND PEOPLE IN THE LATIN AMERICAN CINEMA SCENE



BUENOS AIRES - The impact of "Teacher's Pet" was so very solid when the Clark Gable-Doris Day comedy opened at the Opera Theatre that a second week was assured before the first one was more than a few hours old.

According to Managing Director Hugo Stramer, the press screenings of the picture in advance of release paid off handsomely, for the advance press notices were extraordinary. He also reported: "The most important part of the campaign was the song 'Teacher's Pet.' Columbia Records released the disc six weeks in advance and every radio station played the record continuously. Also, Fermata published the sheet music and they also made up heralds as per



the attached samples. These were distributed to all music shops throughout the city. The cartoon characters are reading the title of both the song and the picture."



SAN SALVADOR, El Salvador - View of exterior of the Caribe Theatre by night as a special fashion show premiere of "Funny Face" was held. All attendees were recipients of special gifts from such firms as Max Factor of Hollywood. The event was a huge success and materially benefited the release of "Funny Face" throughout Central America. The officially-sponsored event aided the Red Cross.

The mighty success of "The Ten Commandments" in Quito, Ecuador, is attested to by a mountainous stack of tear-sheets forwarded by Central America Manager Mario Ghio. Included was a copy of the celebrated publication, Vistazo, which carried Othón Castillo's fine interview with Cecil B. DeMille, and also a beautiful color plate of Moses with The Ten Commandments. A Most impressive issue.



MEXICO CITY - At the recent Mexican Film Festival, Paramount's "The Black Orchid" won one of the top awards. Here, General Manager A. L. Pratchett, at right, accepts both citation and trophy from Don Jorge Ferretis, President of the Cinematographic Commission.



BOGOTA, Colombia - Highly effective front of the El Cid Cinema during the sensationally successful engagement of "War and Peace," a run which is continuing at the time that we went to press.

WE TAKE YOU BACK FOR A FEW MOMENTS TO MR. WELTNER'S WONDERFUL PARIS MEETING



The French Paramount organization's head, Henri Klarsfeld, speaking at the imposing luncheon meeting at the Ritz Hotel, Paris. Seated from left are: Mr. Gronich, Continental Manager, MPEA; John B. Nathan; Mr. Remauge, General Manager of Pathe; George Weltner; Mr. Sallard, Gen.Mgr.SNEG Gaumont.

Division Manager H.B.Gordon's Latin American Meetings will be fully reported next month....

Never give a man up until he has failed at something he likes.
-Lewis E. Lawes



ABOVE

Carolyn Jones (who was so wonderful in the Hal Wallis production of Elvis Presley's "King Creole"), has an anguished choice to make in "Last Train From Gun Hill" (also a Wallis production). She can stay with Anthony Quinn, of whose life she has long been a part, or.....

BELOW

...she can become important in the life of Kirk Douglas, who represents respectability and the law.



NEWS FROM THE U.S. BRANCHES

(Continued from P.18)

Miss Jessie Ross Morris, president of the Charlotte Music Club, and sister of Miss Polly Morris, won a trip for two to Bermuda, by selling the highest number of opera tickets in a recent contest.

Miss Ruth Brown, booking department clerk, is wearing a beautiful diamond on the third finger, left hand.

-Mildred Hoover

Exhibitor reaction to our future releases, as announced by Mr. Balaban, is tremendous. It is obvious, from the amount of money Paramount has invested in these pictures, that the company has faith in the future of our business. It is inspiring, not only to company personnel, but to our customers as well, and we intend to justify the faith placed in us.

After a great summer season on TEN COMMANDMENTS in the Drive-Ins, we are once again concentrating on the four wall theatres. We have only played a few engagements this fall, however, the grosses indicate that THE TEN COMMANDMENTS is still the mightiest of all motion pictures. It is still further evidence, that if handled properly, the gross is only limited by the capacity of the theatre.

-R. L. Hames

BOSTON Now that Drive-Ins are closing and vacations are finally over, we have time to do the best job of securing sales and bookings of our first (9) pictures in the A-18 series that Paramount has seen in years in this area. Everyone is working together in order that we will get the most out of these blockbusters. With the response we have been getting from exhibitors, this looks like Paramount's year.

Buck Spurr, booker, is home convalescing from a recent nose operation, we are all looking forward to seeing Bucky and his new nose.

With the closing of the New Haven and the Albany branches things have been booming all summer. But the situation is well under control now. In the office here Gil Norton has been changed from booking the office zone to take over the functions of booking the New Haven section. Etta Glazin has been promoted from booking stenographer to booker to take over the opening vacated by Gil Norton. Our two new bookers who started training last November have been here almost a year now and they are coming along very fast. Gil Norton and Bill Hepburn have been very cooperative in helping these new bookers. I will close with the note that I am now taking my vacation, so that I may be home to greet my wife with the new arrival.

-Bob Moore

SALT LAKE CITY Dark clouds have hung over the Salt Lake Branch the last two months because of the illness and death of Frank H. Smith. Although "the show must go on," we would like to pause just a moment to pay tribute to a wonderful man who was deeply loved and respected by those with whom he worked. Our deep felt sympathy goes out to Mrs. Smith and to their family. We hope they won't forget us.

Every cloud has a silver lining, and our silver lining came in the form of Arnold C. Shartin, who was transferred from Los Angeles to spread a little of that California sunshine in this office. Mr. Shartin, we welcome you to Salt Lake City and hope you will be happy here. You may find things a little different. For example, winter is slightly colder, but that just adds a glow to your face and a spring to your walk; spring is wet, but that brings the flowers; summer is hot, which will give you a greater appreciation and love for the office (air conditioning); autumn is beautiful, which enables you to endure the cold, cruel winter. May you and your family learn to love our fair city as we do.

-Employees of the Salt Lake Branch

JACKSONVILLE Since last writing, the Jacksonville Branch participated in a big party on Lake Geneva at Keystone Heights, Florida. Somebody "goofed" and failed to take a camera; otherwise we would have some pictures to send along to show off some of our "bathing beauties." A very good time was enjoyed by all.

It is apparent that one of our bookers may be serving in the Armed forces with Elvis shortly. Harold Turbyfill is being volunteered to look for a new home in the Army. Who knows, being a bright boy, he could end up being President of the U. S.

Our branch manager, Fred Mathis, returned enormously enthused from New York where, as everyone knows, the big meeting was held.

One of the stalwarts in our office recently resigned to handle her duties at home. I know that many people in the organization

(Continued on Page 36)



As somebody in Home Office said at the end of a screening of the Sophia Loren-Anthony Quinn film, "The Black Orchid": - "That's my idea of perfect entertainment - an absorbing family film with unforgettable performances."

AUSTRALIA DISPLAYS SUPERB SHOWMANSHIP IN "VERTIGO" DEBUT

Because the locale of Alfred Hitchcock's "Vertigo" is so magnificently San Francisco and the lovely environs of that city, it seemed to be a 'natural' to hold a special Australian preview of the thrill film aboard the Matson luxury-cruise liner "Mariposa" while the vessel was in Sydney's harbor, one which vies with that of San Francisco in beauty.



Under the direction of Paramount Publicity Manager Jim Williams, and his assistant, Frank Deane, Paramount supplied the screening, provided the decoration and organized the radio and television coverage. The Matson Line provided the ship, the buffet and cocktail party. The Naughty Nineties committee sold the tickets and organized the newspaper and magazine publicity. An enormously successful event was the result of this cooperation.



SYDNEY - Distinguished group of citizens gathered in the shipboard theatre of the liner "Mariposa" for special preview of Paramount's "Vertigo."



A 'good luck' telegram is read by Matson Vice-president F.E. Rowe just before screening of "Vertigo" began. Looking on, from left, are: Paramount Managing Director R. L.Graham; Mr. Thomas, cruise director for the "Mariposa"; Captain Malcolm Peters, the ship's chief executive; and Mrs. Robert L. Graham.



Television cameramen from Channels 7 and 9 picture vistas of wonderful food prepared for the buffet supper which followed the screening of "Vertigo." Six of the liner's chefs spent ten days planning and preparing the supper.



Another group of celebrities aboard the "Mariposa" for the "Vertigo" screening. From left: Mr. Gordon Johnston; Mrs. Rydge; Mr. Norman B. Rydge, Chairman of Directors of Greater Union Theatres; Mr. Frank Waring, United States Consul-General; Mrs. Waring; Paramount Managing Director Robert L. Graham.



Following screening of "Vertigo" in Paramount's projection room in Sydney, Noreen Anderson imparts some very complimentary observations on the film to Ken Evans. Studio Manager of Radio Station 2CH. Her comments were among those later broadcast on a special "Vertigo" program.



HOLLYWOOD - Sir Lionel Hooke and Cecil B. DeMille, in centre, Lady Hooke and John Hooke, all are very much interested in something happening in the Paramount Studio Cafe. It was most likely the entrance of Danny Kaye from the set of "The Five Pennies."

Sir Lionel is Managing Director of Amalgamated Wireless of Australia, and he, Lady Hooke and their son visited Paramount in the course of a worldwide business tour.



SYDNEY - The obviously pleased gentleman at right is internationally renowned singer Billy Eckstine. The locale is Paramount's theaterette in Sydney Head Office, and the occasion was a preview of "Vertigo" for seventy winners of a song identification contest presented on Radio Station 2CH's breakfast session. Eckstine has made a very popular recording of the hit tune of "Vertigo," inspired by the Alfred Hitchcock Paramount production. With the singer in the picture are, from left, George Grief, Larry McKenna and Bobby Tucker.



Here's cover of the current issue of Frankfurt's always effective publication, Paramount In Wort Und Bild. Issue has fine space devoted to "Desire Under the Elms," "St. Louis Blues" and of course "The Ten Commandments."

There is also a fine page picture story of Mr. DeMille's Birthday Party. Another page details the arrival in Germany of Private Elvis Presley of the United States Armed Forces,and his meeting with Boris Jankolovics, Paramount Supervisor for Germany and Belgium.



COLOGNE - Exterior of Universum in Schwerthof as "The Ten Commandments" was in its 10th week. Mighty DeMille production was in its THIRD wave of releases throughout Germany at this time.



HAMBURG - The refreshment bar of the Savoy Theatre was certainly put to very effective use with these star enlargements from "The Ten Commandments," plus the smaller scenes below from the Cecil B. DeMille production. Display was up for 4 weeks in advance, and during the entire run of the picture. This too place during the THIRD round of release of the mighty film in Germany.

EINE BOTSCHAFT GEHT UM DIE WELT --- MIT MR. G. WELTNER

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Die Hauptaufgabe der heutigen PARAMOUNT WORLD besteht darin, bildlich darzustellen, wie Mr. Weltner persoenlich die Vertrauensbotschaft Mr. Balabans in die einzelnen Laender der Welt traegt. Die Botschaft und ihre Bedeutung fuer unsere Organisation sind von solcher Wichtigkeit, dass wir etwas Ungewoehnliches getan haben, naemlich wir sind zurueckgegangen bis auf die erste Sitzung in Toronto, Kanada, dann Schritt fuer Schritt weiter bis zum Treffen in London. Dadurch wird einmal festgehalten, wie die grosse Botschaft entstand, wer sie entgegennahm, in welche Laender sie getragen und wie sie aufgenommen wurde, wie sie inkleineren, aber darum nicht weniger wichtigen Sitzungen weitergegeben wurde und besonders, was sie fuer die Zukunft unserer Gesellschaft bedeutet. Aber trotz dieser umfassenden Wiedergabe konnten nicht alle Einzelheiten bildlich erfasst werden. Wir moechten daher allen Mitgliedern der Paramountorganisation in der ganzen Welt, die bei dieser Sache mitgewirkt haben, aber deren Bilder in unserer Wiedergabe nicht aufgenommen werden konnte, versichern, dass ihr Beitrag zu dem grossen Erfolg dieses Unternehmens von grossem Wert fuer uns ist, und dass er von den Herren Balaban und Weltner sehr anerkannt wird.

Inzwischen kommen die neuen Paramountproduktionen, die Hauptgegenstand der grossen Botschaft sind, nacheinander heraus. THE BUCCANEER hat groesstes Interesse erweckt und wird seine Weltpremiere am 11. Dezember in New Orleans erleben und die New Yorker Premiere 10 Tage spaeter. LAST TRAIN FROM GUN HILL wurde in New York aufgefuehrt und als "groesster Wildwest-Film" bezeichnet. GEISHA BOY war bei der probeweisen Auffuehrung ein solcher Schlager, dass das Publikum vor Lachen erschoepft war. THAT KIND OF WOMAN ist eine lustige Liebesgeschichte, wie das Publikum sie sich immer sehnlichst wuenscht Aus dem Studio verlautet, dass Danny Kayes THE FIVE PENNIES alle Erwartungen erfuellt, die man in diesen Film gesetzt hat.

Und inmitten all dieser Ereignisse ziehen DIE ZEHN GEBOTE ihre Bahn als groesstes Filmwerk aller Zeiten. Wir haben diesmal wieder einige ausgezeichnete Berichte, z.T. sind sie so aussergewoehnlich, dass wir ihnen mehr Platz eingeraeumt haben, besonders dem Bericht von den Philippinen. Wir sind sicher, dass wir ueber Cecil B. DeMilles groessten Film noch viele Jahre zu berichten haben.



PARIS - The cocktail hour at the Hotel Ritz a few minutes before Mr. Weltner's momentous meeting got under way. Many Paramounteers are readily recognizable; and for this German section of Paramount World we note Supervisor Boris Jankolovics in the centre rear. Mr. Weltner is with a group of five towards the right rear.





HAMBURG - Part of the unusual billboard campaign undertaken during the 3rd. round of German releases on "The Ten Commandments." Billboards of this type were used in thirty major spots for 3 weeks in advance and through into the second week of the run.

NEXT MONTH'S ISSUE, AS MENTIONED ELSEWHERE, WILL CONTAIN REPORTS ON ALL REGIONAL MEETINGS WHICH WILL HAVE FOLLOWED THE PARIS ONE. THIS OF COURSE WILL INCLUDE GERMANY.

MANILA AND BANGKOK
ARE PRIME EXAMPLES

REGIONAL MEETINGS HAVE FURTHERED THE SPIRIT OF PARAMOUNT'S "AFFIRM-"AFFIRMATION OF FAITH"

The basic meetings held by Mr. Weltner following President Barney Balaban's "Affirmation of Faith in the Future of the Industry" were held in Toronto, New York, Los Angeles, Tokyo, Hongkong, Singapore, Bombay, Rome, Paris and London. Radiating from these meetings were, in turn, a series of just as enthusiastic local meetings which carried forward the message of confidence and progress. Shown on this page are glimpses of several of these inspired meetings.



BANGKOK - Notables in the exhibition and press world of Thailand's capital who attended Paramount's Affirmation of Faith luncheon and message at the Hoi Thien Lau restaurant on Oct. 28th. Reading from left:

Paramount Manager Chana; Mr.Lamoon Atipayak, Editor of Thai Raiwan; Mr. Boon Thiragomen,Manager of Grand Theatre; Mr. Vira Sirisap,Proprietor of New Odeon Theatre; Mr. Srisuk Paorohit, Proprietor of Sri Rajwongse Theatre; Mr.Sanguan, Advertising Manager of Queen's Theatre; Police Major Pricha Chongchareon, Censor Officer; Mr. Agsorn Chuapanya, Editor of Phadungsil Newspaper; Mr. Smith Yamasmith, Managing Director of Queen's Theatre; Mr. Phisit Tansaja, Managing Director of Chalerm Thai Theatre; Mr. Kamthorn Iamsuri, Proprietor of Grand Theatre; Mr. K. L. Lee, Bangkok Representative of Cathay Organisation of Singapore.

RUFINO'S THIRD MEETING



LEFT

MANILA - Scene in the Narra Room of the Manila Hotel on Nov. 6th as Manager A. S. Velasquez convened his Affirmation of Faith in the Future meeting. Seated from left are: Mr. John D. Young (Vision, Rene, Liberty and Rex Theatres), Cebu City; Mr. Ernesto Rufino (Avenue,Capitol,Ever,Lyric and State), Manila; Mr.Velasquez;Mr.William Gruenberg (Hollywood and Boulevard), Manila.

This was Mr.Rufino's THIRD meeting,he having also attended the ones in Hongkong and Singapore.

MISSED THE MESSAGE IN SINGAPORE..... BUT CAUGHT IT IN BANGKOK

Mr. Boon Thiragomen is Manager of the celebrated Grand Theatre in Bangkok. In this post he has contributed materially to the success of many Paramount pictures, notably the current triumph of "The Ten Commandments." He has just written Mr. Weltner in New York for reasons set forth in the following letter:

Although I was not in time to hear your message in Singapore due to unforseen cancellation of plane flight, I must thank you very much for the privilege of a special audience in view of your precious time. The whole aspect of Paramount's policy,and the advancement which it plans,have since been enhanced by Mr. Chana's illustrated speech here, to which demonstration I was invited. I can assure you that not only was I impressed by Paramount's courage, but all others present felt as I did. Perhaps Paramount will be the initiator of a plan to be followed by all other companies.....I take off my hat in wishing you all the best.

(sgd.) Boon Thiragomen.

Taipei, too!

The exhibitors of Taiwan got to know about Paramount's Affirmation of Faith also. When Manager Andrew T.Fan got back to Taipei from the Hongkong meeting, he held one of his own, at the conclusion of which the following message was sent to Mr. Weltner in New York:

TRADE PRESS CONFERENCE HELD IN THIRD FRIENDS CHINA CLUB ATTENDED BY OVER 70 INCLUDING PRESS REPRESENTATIVES EXHIBITORS FROM TAIPEI AND OVER 30 OUTPORT CITIES. YOUR STATEMENT AFFIRMATION FAITH AROUSED GREAT ENTHUSIASM STRENGTHENING CONFIDENCE IN PARAMOUNT FUTURE. AMONG SPEAKERS GOVERNMENT INFORMATION OFFICIAL LEE CHIEH, CENTRAL MOTION PICTURES CORPORATION MANAGING DIRECTOR WON SING CHOW, SHIN SHENG PRESIDENT YU SHUH CHOW EXTENDED HEARTY CONGRATULATIONS BARNEY BALABAN AND YOURSELF. NEWSPAPER COVERAGE EXTENSIVE, PUBLIC REACTION EXCELLENT.

- FAN



HOW IT READS IN THAI

Manager Chana stands beside his meeting's sign which reads "Paramount's Affirmation of Faith In the Future" in both English and Thai. With him, at right, is Mr.Oab Tailanga,Paramount Accountant in Bangkok.



MANILA - General view of the attendees at the Philippines Paramount luncheon meeting in the Manila Hotel, November 6th.

CLARK GABLE will be starred in "Bay of Naples" to be filmed in Italy next year for Paramount by Melville Shavelson, who will direct, and Jack Rose, producer.



TURIN, Italy - Again we are delighted to show you the exterior of the famous Lux Cinema, this time with an arresting display for "Wild Is the Wind."



HOLLYWOOD - Marika Aba, local correspondent for Incom Illustrata of Rome, and Film Szinhaz Muzsika of Budapest, visits the set of "The Hangman" and chats with Michael Curtiz, director of the picture which stars Robert Taylor.

PRODUCTION
F L A S H E S

Marlon Brando will be both star and director of his forthcoming own production, "One-Eyed Jacks".....H al Wallis is assembling a fine cast for his production, "Career." Already set for the picture, which is to start in February, are Dean Martin, Anthony Franciosa, Shirley MacLaine and Carolyn Jones.

MR. G. WELTNER DRAAGT EEN BOODSCHAP DE WERELD ROND.....

Het voornaamste doel van deze uitgave van Paramount World is om in chronologische volgorde een beschrijving te geven van de meetings, waarop Mr. George Weltner persoonlijk aan de wereld Mr. Barney Balaban's boodschap betreffende de "Bevestiging van zijn Vertrouwen" melding maakt. Deze boodschap, en de betekenis daarvan voor onze organisatie, is zo belangrijk, dat wij tegen onze gewoonte in een stap terug gegaan zijn naar het allereerste begin -- de eerste bijeenkomst in Toronto, Canada -- en vandaar volgen wij de gebeurtenissen stap voor stap tot aan de bijeenkomst in Londen. Zo kunnen wij U in één keer een compleet overzicht geven hoe deze grote boodschap ontstaan is, aan wie zij werd medegedeeld, in welke landen zulks gebeurde, hoe deze werd ontvangen, op welke wijze zij werd doorgegeven naar kleinere, doch eveneens belangrijke meetings, en wat dit alles betekent voor de toekomst van onze maatschappij. Toch, zelfs in dit zeer uitgebreide overzicht, kunnen wij niet alle facetten belichten. Wij willen dus nogmaals ieder lid van de Paramount organisatie over de gehele wereld, die op enigerlei wijze deelhad aan deze gebeurtenissen, op het hart drukken, dat alhoewel misschien niet vermoemd in ons verslag, zij er toch absoluut zeker van kunnen zijn, dat zijn of haar bijdrage tot het grote succes van de onderneming van enorm grote waarde is geweest en zowel door Mr. Balaban als door Mr. Weltner ten zeerste wordt geappreciëerd.

Het voornaamste onderwerp van deze grote boodschap - de nieuwe Paramount films - komen ondertussen de een na de ander uit de studio. "The Buccaneer" is een van de belangrijkste daarvan en zal op 11 December zijn wereldpremière in New Orleans beleven en tien dagen daarna volgt de New Yorkse première. Men heeft "Last Train From Gun Hill" in New York gezien en de film toegejuicht als "de grootste Western ooit gemaakt". Tijdens de voorvertoning van "Geisha Boy" was het gelach niet van de lucht. Sophia Loren's "That Kind of Woman" is een romantische komedie van het soort waar het publiek heden ten dage reikhalzend naar uitkijkt. En de studio deelt mede, dat Danny Kaye's "The Five Pennies" alle verwachtingen die men van deze film had, nog verre overtreft .

En natuurlijk staat temidden van dit alles "De Tien Geboden", die de wereld doorgaat als de grootste film aller tijden. Elders in dit nummer vindt U meer belangwekkende gegevens hierover, waarvan er een paar zo exceptioneel zijn, dat wij er extra plaatsruimte aan hebben verleend, vooral aan het verslag afkomstig van de Philippijnen. U kunt er van verzekerd zijn, dat wij in de komende jaren steeds weer nieuws zullen brengen van Mr. Cecil B.DeMille's machtigste film!

MR.WELTNER PORTATORE DI UN MESSAGGIO INTORNO AL MONDO.....

Scopo principale di questo numero del nostro bollettino è quello di descrivervi, in ordine cronologico, le singole presentazioni fatte personalmente al mondo da Mr. Weltner del messaggio di Affermezione di Fede di Barney Belaban. Questo messaggio, nonchè il suo implicito significato nei riguardi della nostre organizzazione sono di un'importanze tale che abbiamo persino voluto risalire alle origini dell'evento, cioè alla prima riunione tenutasi a Toronto nel Canadà, per poi proseguire passo per passo de quel punto fino alla riunione di Londra. Così vi daremo tutte in una volta la relezione complete di come si è iniziata la storia di questo grande messeggio, e chi e in quali paesi esso sia steto presenteto, come si stato accolto e poi di volte in volte ritrasmesso a mezzo di riunioni più piccole ma non manco importanti, ed infine il suo immenso valore nei riguardi della nostra Casa e del suo futuro. Senonchè, per quanto estase e dettegliata esse sia, la nostre descrizione non potrà mai essere esolutamente complete. Per questo motivo teniamo ed essicurare tutti quei peramouristi di qualsiesi perte del mondo che, pur evendo partecipato alle suddette manifestazioni, non sieno stati segnaleti nella nostre relezione, di ster pur certi che il loro contributo al successo di questo evento è stato d'enorme valore nonchè profondemente epprezzato da Mr. Belaban e da Mr. Weltner.

Nel frattempo, quello che in definitive è l'oggetto del messeggio in questione, cioè la nuova produzione Paramount, continue ed uscire dei nostri Studi più belle e più imponente che mai. "The Buccaneer" sta destando un interesse immenso. Avrà le sue prima mondiale a New Orleans l'11 Dicembre e uscirà poi a Nuova York dieci giorni dopo. "Last Train from Gun Hill" è stato visionato a Nuova York e trovato il più bel Western mai fatto. "Geisha Boy" ha fatto sbellicare della risa il pubblico che ultimamente l'ha visto in anteprima. Il nuovo film di Sophia Loren, "That Kind of Woman", è una di quelle commedie romantiche che il pubblico adore e di cui oggi è proprio assetato. Circe "Five Pennies" di Danny Kaye, lo Studio ha già fatto sapere che sta riuscendo proprio come si desiderava per un così bel tipo di storie.

A tutto questo è persino superfluo aggiungere che "I Dieci Comandamenti" sta continuando ed affermarsi nel mondo intero come una delle opere più famose che lo schermo abbia mai presenteto. In questo numero abbiamo altre splendide notizie in merito. Infatti qualcuna delle relezioni pervenuteci, specie quella delle Filippine, è talmente eccezionale che abbiamo voluto riservare alla stesse il maggiore spazio possibile. Del resto potete esser sicuri che sul poderoso lavoro di DeMille avremo tanto da reccontervi per molti e molti anni ancora.

■■■■■■







KUALA LUMPUR - Three vistas of the same theatre, magnificently arrayed for an engagement of "The Ten Commandments" that blockbusted all local records. Theatre is the Cathay's Odeon, and the three contiguous views above show the front by night, the front and side by day, and the side by night. It is believed in Kuala Lumpur that no other theatre in the world can match this sign for size and effectiveness. The sign is 100 feet wide, and displays the title of the Cecil B. DeMille production in four languages - Malay, English, Chinese and Tamil.



MANILA - His Excellency, Carlos P. Garcia, President of the Philippines, receives a bronze figure of Moses from Paramount Manager A.S. Velasquez on the day of the premiere of "The Ten Commandments" at the Galaxy Theatre. President is at left, and admiring the figure are, from rear left, Guillermo Teomico, of the Galaxy Theatre, Assistant Executive Secretary Enrique Quema and Ric Javier of Paramount.



THE ARTIST IS ONLY SIX YEARS OLD

The artist is 6-year-old Daphne Lynn, daughter of one of Cecil B. DeMille's secretaries, Edith Lynn. Sketch in crayon was made by Daphne without any help from her parents, after she had seen "The Ten Commandments." At right is Moses' sister Miriam, and left of the ark, of course, is the Pharaoh's daughter and behind her, her ladies in waiting. Above, the good angel watches over the infant Moses, which is the one addition made by the child.

"THE TEN COMMANDMENTS" MOUNTS RECORD ON RECORD AS MIGHTIEST MOTION PICTURE IN ALL HISTORY

We see this fact reflected in so many wonderful ways. In, for instance, the marvelous scrapbook of press clippings from the Philippines, so weighty it sagged our editorial desk right down to our knees. And in the campaign book from Germany, where the mighty Cecil B. DeMille production is now on its third records-smashing round of releases. All around the world, in fact, "The Ten Commandments" is proving to be a symbol of something that people want to visit again and again. It has already come to be something far more than just a motion picture.

Something of this sublime greatness is to be found in the recent summation of achievement by the picture in Great Britain, released to 1,000 publications by the press department of Paramount in London. This release marked the completion of the first year of triumph of Cecil B. DeMille's production in Britain. The release, prepared and distributed by Jack Upfold, Public Relations Officer for the mighty film, tabloids the mighty business achievement of the film, but even more importantly it stresses the enormous impact it has had on the populace at a time when such a benign influence is so needed. Final paragraph in the release:

The potential of "THE TEN COMMANDMENTS" knows no bounds and with the passing of its first year in the British Isles the high claims made for it following the Plaza, London presentation have been more than substantiated by the overwhelming public appreciation of the film and its presentation policy.

Benign Influence of "The Ten Commandments"

The wonder of Cecil B. DeMille's production shines forth in every letter that we get from the Philippines. Here's testimony in a letter from Manager A.S. Velasquez:

"The aged, the infirm and the poor continue to troop to the Galaxy to see 'The Ten Commandments' on its 27th day of showing (this was October 28). Today ends the Fourth Fabulous Week and tomorrow starts the Fifth Marvelous Week. Our vocabulary is running short of adjectives to designate the week's showing.

"The daily advance sales still exceed ₱10,000 a day and the front of the theatre is still crowded every day - as on the opening day. The way it is going, it may run for six months."



LONDON - Window of the Masey Music Store, Chiswick High Road, with a wonderful display for "The Ten Commandments." Display stayed for 3 full weeks.

VIENNA, Nov. 14: "COMMANDMENTS" OPENED HERE WITH SMASHING SUCCESS TO SOLD OUT HOUSES WITH ATTENDANCE AT NIGHT PERFORMANCE OF LOCAL PERSONALITIES INCLUDING PRIME MINISTER WHO FOLLOWED PICTURE WITH RAPTURE UNDERSCORING MOST MOMENTOUS SCENES WITH MURMURS OF ADMIRATION..... ADVANCE SALE TREMENDOUS ALL SHOWS BOOKED TO CAPACITY FAR BEYOND WEEKEND. RECORD RUN A CERTAINTY. (sgd.) MICHAUD

SIDELIGHTS ON THE JAPANESE CINEMA SCENE



Since he had just completed a starring role in a comedy with a Japanese locale, Jerry Lewis was a person of great interest to these Shochiku stars making their first visit to Hollywood. They are Miss Yukiji Asaoka and Mr. Masahiko Tsugawa, and on meeting Jerry they both wanted to know all about the making of "Geisha Boy."

(Jerry is in the uniform of a U.S. naval officer for his role in the current production, "Don't Give Up the Ship.")



Later, Miss Asaoka and Mr. Tsugawa met Danny Kaye on the set of "The Five Pennies." Danny is one of the absolutely outstanding favorites of the screen in Japan.



So highly is Cecil B. DeMille esteemed in Japan, that his 77th Birthday Anniversary was publicly celebrated. One of many displays, this was in the Shochikuza in Sapporo....



...And this one was in the lobby of the Piccadilly in Tokyo, where "The Ten Commandments" achieved such a record-breaking engagement.

IN LIEU OF the regular column in Japanese, which appears to have gone astray in the mail, we present some further sidelights on the very wonderful reception accorded Mr. Weltner in his Tokyo presentation of Paramount policy.



〝テレビなんか恐くない〟

パラマウント副社長大いに語る

映画黄金時代はまたやってくる！

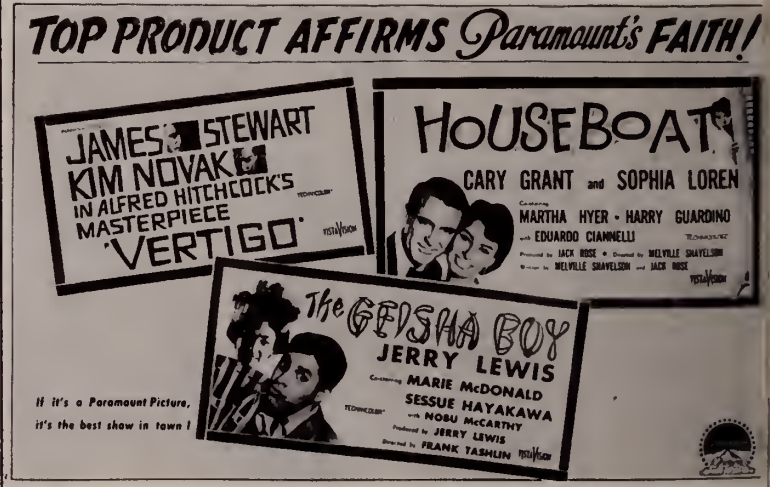
大作主義で巻返し

天の声〝よい映画には客が入る〟

日本映画界に活

スポットライト

This ½ page story in the Tokyo newspaper Chunichi is indicative of the importance paid to Mr. Weltner's visit to Japan in October.



FAR EAST DIVISION'S THANKS

Far East Supervisor S.A.Henriksen wrote Mr. Weltner in London:

"I want you to know how happy and grateful we all are for what you have done for us in this Division during this trip.....I know of no other person in the industry who could possibly accomplish what you have done....it was exactly what we needed and at the right time. We are now looking forward to a new era for our Company. I am sure that most of the praise and congratulations which will be conveyed to our Company and to our top executives from exhibitors from all over the world for taking over the leadership of our Industry, should go to you personally!

"These last two weeks with you have been one of the most inspiring events in my many years with Paramount...Congratulations to you and many many thanks from each and everyone in the Far East Division."



Double-spread in The Far East Film News has a very significant heading to greet the attendees at Paramount's vital Tokyo meeting.

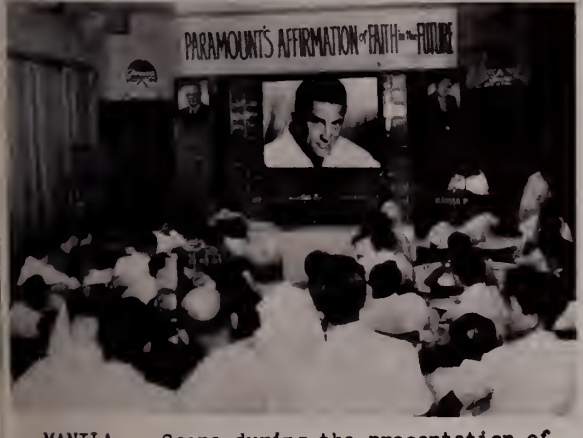
LEFT Notables at the luncheon's top table.... From left: Mr.K.Takamura director of Shochiku; Mr. K.Hori, president of Nikkatsu; Mr.S.Kido, president of Shochiku; Mr. Weltner and Mr.Metori.

FAR EAST REVEALS GREAT SHOWMANSHIP ACTIVITIES AS THE PARAMOUNT MESSAGE REACHES EXHIBITORS

The impact of the Paramount production message, as conveyed by World Wide Sales Manager George Weltner, has been tremendous. We have reported on it pictorially on other pages, and below will be found some more sidelights indicative of the fine spirit in which the exhibitors of the Orient received the upcoming product news.



BOMBAY - In honour of Mr. Weltner, and his business journey around the world, Mr.Keki Modi, chairman of Western India Theatres, arranged a dinner at his residence, Kamal Mahal,Carmichael Road, on Oct. 20th. Photo shows Miss Maxie Modi, Mrs. Ellen Modi (Mr. Modi's daughter and wife, respectively), Mr. Weltner and Mr. Modi.

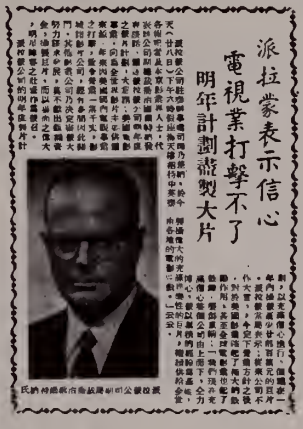


MANILA - Scene during the presentation of the Paramount product at the Manila Hotel. Manager A.S.Velasquez says that the event "was a resounding success because the most important exhibitors and theatre circuit bookers were there along with the press, and there was an ovation after my delivery of Mr. Weltner's speech. Mr. Rufino gave a very nice response, too. Also our leading exhibitor in the Visayas, Mr.John Young, requested the privilege of saying a few words, and he paid Paramount some flattering compliments....Exhibitors and press were unanimous in saying that the meeting raised industry morale."



SINGAPORE - On his journey around the globe in connection with imparting Paramount's Affirmation of Faith message, World-wide Sales Manager George Weltner was most happy to meet up again with so many friends among the Paramounteers of Singapore.

Seated, from left: Cornelius Vlug, General Manager, Indonesia; Chana Chaikijkarana, Thailand Manager; Roy McAree, General Manager, Malaya; Mr. Weltner; S.A.Henriksen, Far East Supervisor; Jerry Juroe, Special Representative accompanying Mr. Weltner; V. Kannapan, Singapore. Standing: Leong Chow Kiat, Teoh Khoon Ghee,V.R. Govindan, Chia Whay Yam, Tan Choon Chye, Sam Govinden, Koh Whay Seow, Chuah Teong Choon, Frederick Tan, Henry Kway, Asmawi bin Palong,Ong Kuan Seong.



派拉蒙表示信心
電視業打擊不了
明年計劃攝製大片

BANGKOK - One of many news items in the press of this city announcing Manager Chana Chaikijkarana's Paramount meeting, and paying tribute to Mr. Weltner.



BANGKOK - A trio of 'Grand' guys. At left is Mr.Kamthorn Iamsuri,Proprietor of the Grand Theatre,Paramount's exclusive Bangkok release house. At right is Mr. Boon Thiragomen,whose interesting letter is published on Page 31.Centre: Paramount Manager Chana Chaikijkarana.

MANILA **** The magnificent float, and the parade of jeep-nies, which carried the message of "The Ten Commandments" all the way from the Galaxy Theatre to the surroundings of Manila and back again. Part of the spellbinding story which begins on Page 2 of this issue --- and which will continue for many months.



DJAKARTA - "Hollywood Or Bust" played three first-run cinemas of this city day-and-date,and shattered a lot of important records. Word about the Martin and Lewis comedy penetrated to all parts of the city, one of the methods of penetration being illustrated above. The three cinemas that felt the comedy's solid impact were the Grand, Mentang and Cinema.



B A N G K O K
cables.....

DESPITE HEAVY RAIN "DEVIL'S HAIRPIN" OPENED TO HIGHEST GROSS SINCE "THE TEN COMMANDMENTS"

-Henriksen



DJAKARTA, Indonesia -- Paramount headquarters in this city did its share in making known the vast entertainment appeal of Hal Wallis' massive production by displaying this poster for "Gunfight at the O.K.Corral." Note the extra prominence given the trade mark atop the huge poster, which was on show for two weeks in advance of the film's day-and-date premiere in four first-run cinemas.

A l b u m s

Elmer Bernstein's sound-track score for "The Buccaneer" will be issued on an album by Columbia Records. The recording company will also issue a single record of "Love Song from 'The Buccaneer'" ("Lover Gold") an exploitation song written by Bernstein and Mack David.....Jubilee Records will issue an album of the sound-track from "The Geisha Boy," and a single exploitation record of "Song from 'The Geisha Boy'."

U. S. BRANCH NEWS
(Continued from Page 28)

know this wonderful person - Marian Stowe. We, of course, miss Marion very much, but can understand her reason for leaving us.

NOTE TO THE NORTHERN BRANCHES: When the snow is umpteen feet deep and the ice is slick on the sidewalks and the temperature is very low, think of us poor souls sweating in this terrible hot sun in Florida (HAVE FUN).

NOTE TO THE OLD TIMERS: I am sure that most of the old timers will be interested in hearing of a very recent experience we had in the Jacksonville Branch. The building which was located next to our shipping station was being vacated necessitating a new water meter for the shipping station. Upon calling the City Hall, we found that the water meter was listed in the name of "FAMOUS PLAYERS". I am sure this invokes many memories to many people now connected with our Company.

-Herman Allen

SALT LAKE CITY Our office manager-head booker, Bert Turgeon, has on display on the top of his desk a small trophy that was awarded him last evening for having bowled the second highest game in a bowling league consisting of numerous exchange and theatre employees in the Salt Lake area. Bert was only nosed out by one man, Sid Cohen of Film Service Corporation, who bowled a high game of 238. Bert's highest game was 236. This league has only been going for a few weeks.

Josephine Shults, our bookkeeper, is presently on vacation and has changed her name to Mrs. Josephine Berry. She was married the day before she left for vacation.

We welcome Mr. A. L. (Bus) Campbell into the Paramount organization. Mr. Campbell is replacing Dick Stafford, who resigned to accept another position. Bus is an old timer in the entertainment business here in Salt Lake. He has had considerable experience in selling motion pictures, as well as the operation of theatres. We all wish Bus great success in his new position.

ATLANTA Hi! to y'all from the Gate City of the South. We hope the other members of the Paramount family have enjoyed the same beautiful weather we have been blessed with



RIGHT

Three of the principals of "Tempest" -- Van Heflin, in the foreground, Silvana Mangano and Geoffrey Horne -- meet for a dramatic moment in the dungeon where Heflin meets a grim fate.



LAST TRAIN FROM GUN HILL

A shooting-it-out saga that will raw the toughest nerves is this one between Kirk Dougla and Anthony Quinn. It takes place right beside the 'Train' itself, and the action has a tenseness the like of which you'll find it hard to recall.

for the last month; October with all its colo was truly wonderful.

Speaking of color; as Halloween and October pass from the scene, PARAMOUNT'S "AFFIR MATION OF FAITH" will take care of this item for all of us during the winter months ahead, and those beyond, with its colorful array of product. The current glitter of HOUSEBOAT will soon be brightened with GEISHA BOY, and the market will truly be thrilled by THE BUCCANEER. This is only the beginning; you know what the future holds, and are aware of what I speak - truly a bright picture!

The writer is soon to lose his 'backer-upper' - Rachel Clements, who will soon leave to keep a pre-arranged engagement with that old long-legged bird. We will miss you, Rachel! Come back and visit when your heir arrives, y'all! Often, as goodbyes are said, welcomes are in order, and such is the case here - to Barbara Worsham. We extend a heart welcome and are happy to have you with us.

-Paul Morgan

KANSAS CITY We welcome the following to the Paramount family - - -Duane Becker, salesman for Northern Missouri and Northern Kansas Duane formerly worked in our Milwaukee office and replaces Dwight Borin.....Joe Murphy, salesman for Southern Missouri and Southern Kansas. Joe comes to Kansas City from Memphis where he was with Universal.....Margaret Dawson, contract clerk, and Johnnie Cobb, second shipper.....We bid a fond farewell to Susan Marsh, contract clerk, who left us to make her home in Akron, Ohio.

Recent vacationers in the Kansas City B

(Continued on Page 38

INTERNATIONAL NOTABLES IN THE PARAMOUNT SCENE * * * * * * * *



KUALA LUMPUR - During intermission at the highly successful premiere of "The Ten Commandments" at the Odeon Theatre here, Prime Minister Tunku Abdul Rahman (at right) enjoys a chat and a snack with Paramount General Manager Roy McAree.



MANILA - Monsignor Rufino J. Santos (r.), Archbishop of Manila, presents appreciation plaque to Paramount's Far East Supervisor, Svend A.Henriksen, for making possible the special preview of "The Ten Commandments" at the Galaxy Theatre in behalf of the Metropolitan Cathedral Board. At left is Paramount Manager A.S.Velasquez.



SINGAPORE - Three interesting personalities at the beautiful home of Mr. Loke Wan Tho, head of the far-flung Cathay Organisation. Mr. Loke is in centre; George Weltner, Paramount Pictures Vice-President in charge of world sales, is at left. At right is His Royal Highness Prince Thondup Namgyal, the Maharaj-Kumar (ruler) of the Kingdom of Sikkim.

HOLLYWOOD - Robert L.Graham, Managing Director in Australia, lunches with Cecil B.DeMille, right, and Producer Jack Rose.



MEXICO CITY - Airport welcome re-unites Latin American Division Manager Henry B. Gordon, right, and Mexico General Manager A. L. Pratchett.

Mr. Gordon was in the Mexican capital to deliver, on behalf of George Weltner, the Paramount Affirmation of Faith message in a series of events depicted elsewhere in this issue.



SYDNEY - Two of Sydney's top television and radio personalities,Jacqueline Kott and Del Cartwright, at the special preview of "Vertigo" aboard the Matson liner "Mariposa." Event is reported on Page 29 of this issue.



ROME - Maria-Claudia Sannazzari, 18, daughter of Colombo Sannazzari, recently had a very unique experience. She was officially presented to President Gronchi of the Republic of Italy. Maria-Claudia's father is the chief projectionist of the Paramount Theatre in Paris, and a member of the Company's 25-Year Club; and of course the Sannazzari's have lived in France for many years.

However, in Rome there is an annual reception for Italians living abroad, and Maria-Claudia happened to be in Rome at this time. And when the press covered the reception, the charm of Miss Sannazzari caused the photographer to withhold his flash until the moment when the President spoke with Maria-Claudia. If we had been the photographer, we should have done likewise.

And when the young lady later went to her Chiavari home town, where there were many celebrations being held, she was unanimously elected "Miss Lido," and became the recipient of many honors and presents.





OSAKA - This lady is Miss Yoshi Kawai, and she participated in the observance of Cecil B.DeMille's 77th birthday anniversary because she, too, was born on August 12th, 1881, the very same day as Mr. DeMille. She was invited to the Namba Daigekijo, where "The Ten Commandments" was being presented, and enjoyed herself very much as the theatre's guest.



HONGKONG - Happiness appeared to be generally evident following Mr. George Weltner's Affirmation of Faith message to the Hongkong film world. Shown here, from left: Run Run Shaw, internationally renowned exhibitor; Paramount Far East Supervisor S.A.Henriksen; Philippines Cinema Impresario Ernesto Rufino; Mrs. Henriksen and Mrs. Rufino.



BOMBAY - During an interlude in the Paramount meeting here, Mr. Framji H. Sidhwa, Chairman of the Globe Theatres Circuit, is most happy to meet once more Paramount Pictures Vice-President George Weltner.

The quickest way to correct the other fellow's attitude is to correct your own. Try it. It works.
-King Vidor



LILLI PALMER has been signed to appear with Clark Gable in the Seaton and Perlberg production of "But Not For Me."

APOLOGIES to Nat Stern, New York Branch Sales Manager, for giving him someone else's name in the caption identifying those on last month's cover. Nat was standing at right in the lower cover picture - and was certainly standing on his rights in requesting this correction.



ANTHONY FRANCIOSA has been signed to co-star with Dean Martin in Hal Wallis' "Career," which is scheduled to start at Paramount in mid-February.

The Saturday Evening Post of November 22nd carries a most interesting interview with Yul Brynner in course of which the colorful star pays high tribute to Cecil B. DeMille and to Y. Frank Freeman, Studio head.

MORE NEWS FROM THE NORTH AMERICAN BRANCHES

(CONTINUED FROM PAGE 36)

ranch include - - - Ruth Corless, ledger clerk, who toured Colorado, California and all points West.....Irma Woods, booker, and Iva Keen, steno, also enjoyed vacations in Colorado..... Mr. Cole spent his vacation in Michigan. Robert Jackson, had shipper, is "fishing" in the Ozarks. Daizy Zeh, inspectress, spent her vacation in Colorado and the Southwest.... "Stay-at-homers" included Anne O'Toole, cashier, Mary Lou Goss, Steno, Don Genova, student booker, and Edith Treadway, head inspectress.

Mr. Hamburg inaugurated a "Variety" week for Drive-Ins and Conventional Theatres, a different program each night. Don Foster, sales manager, came up with over $500.00 from the Heart Drive-In for repeat bookings the first week. Congratulations!

-Mary Lou Goss

LOS ANGELES As many of you Paramounteers have never visited Los Angeles, you may be interested in learning something about the scope of our activities and the area which we serve.

Some people are still inclined to think of Los Angeles as a frontier town. It's true that we are sprawled out over an area of 455 square miles, and that there is a great deal of land yet to be developed. It's true also that we are not as cosmopolitan as some of the older cities in the United States, but we are fast developing our own traditions. Of these traditions our proudest is that Los Angeles is the birthplace of the movies as a world-wide form of entertainment, still reaching more people than any other medium.

When Cecil B. DeMille produced THE SQUAW MAN here in 1913, Los Angeles was a small agrarian community. Now our population is 2,393,600, which makes us the third largest city in the country, and the County of Los Angeles has 5,709,000 people.

To show you what this growth means to PARAMOUNT, we should like to use as a comparison the year 1952, when THE GREATEST SHOW ON EARTH opened in seven theatres for the first multiple run in Los Angeles theatrical history. At that time our population was 2,050,000, while the County had 4,466,000.

In 1955 we expanded our multiples to 10 theatres, with the run of FAR HORIZONS. In 1957 we played THREE VIOLENT PEOPLE in 11 theatres. In July, 1958, we increased the multiples to 18 for our excellent engagements of KING CREOLE and ROCK-A-BYE BABY.

Now we are preparing to open THE BLOB in 40 theatres all over Southern California, with the greatest exploitation ever given a PARAMOUNT picture. We are looking forward to returns commensurate with the campaign, and with the audience-growth of Los Angeles.

If vigorous selling and exploitation are the keys to audience expansion, you may be sure that we shall increase to new heights the number of people seeing PARAMOUNT pictures. We still believe that IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN LOS ANGELES.

-Howard Woolfan

BOSTON Well, vacations are over and the gang are back from the resorts, some sunburned some tanned and some with shoes laden with sand but all rested and ready for the winter ahead.

We're all overjoyed at the new addition to Bob Moore's family. His attractive wife Ruth gave birth to a lovely baby girl and reports have both parents and newborn resting comfortably.

Dan Houlihan, our new branch manager, is a real go-getter, commanding the respect and support of all cohorts. It's a privilege to work with a fellow like Mr. Houlihan because you find him right beside you digging in himself. Make a carbon copy on this for Gasper Urban. "URB", a former Notre Dame gridiron great, carries on his sales duties with the same enthusiasm that made him such a big favorite out at South Bend. Gil Norton, a 25-year Paramounteer has charge of the newly acquired territory of New Haven and when you couple "Gil" with salesman Henry Germaine, you've formed an unbeatable duo.

Margaret Finnimore, the young lady handling accounts in our collection department, has been doubling as a housewife and busines girl. Her husband, Earle, recently underwen a leg operation, and this put him out of com mission. We all wish him well and hope he'l be back to par soon.

Booker Bill Hepburn plays golf in the l "70's"------when it gets hotter than that, Bill quits. A short time ago salesman Bud Lewis became grandfather to his daughter's child; congrats Gramp. Incidentally, Bud is no kin to the real Jerry Lewis although he sparkles with wit and we sometimes notice a strong resemblance. And speaking of hard-workers, Dick Manning, our ace shipper completes a full day at the branch, then hustle off to perform his tasks at the Drive-In at Kingston, Mass. - one of the largest E. M. Loew houses on the Cape. Dick attributes hi overload of strength to his swimming prowess He trained for quite some time as a "mailman in Venice."

Local columnists are tabbing publicity man Arnold Van Leer - Mr. UNIVAC 1958, the nickname resulting from fine promotional jo he did on "The Matchmaker" contest wherein romantic couples were matched throughout the state by the complex IBM mechanical brain.

Did you hear about the Texas newspaper man who ended his column 30-000-000-000-000 Guess that's about it from here. We'll hav more in the next edition of the Paramount Beantown Banter.

-"Buck" Spurr

OUR BRANCH NEWS COVERAGE WILL BE EVEN MORE EXTENSIVE NEXT MONTH. WE ALREADY HAVE MUCH SPLENDID MATERIAL TO HAND

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BRITISH INDUSTRY PRESS LAUDS GEORGE WELTNER'S GLOBAL MESSAGE MISSION

the DAILY CINEMA

PRICE SIXPENCE

ished 1912: No. 8077. Friday, November 7, 1958.

INDUSTRY HEARS PARAMOUNT REAFFIRMATION IN FUTURE'

'Mr. Weltner Has Brought Us Very Good News'—John Davis

"Paramount's reaffirmation of its faith in the future" was the theme of a luncheon to a hundred exhibitors and trade personalities at the Dorchester Hotel, London, yesterday, organised by Mr. F. E. Hutchinson. Guest of honour and speaker was Mr. George Weltner, company vice-president.

He outlined a program of 20 "seven figure" productions to be delivered next year, and pledged the company to maintain its future activity at that level, or more. His statement brought sustained applause from his audience.

Congratulating Mr. Weltner and his company, Mr. John Davis, managing director of the Rank Organisation, said: "Mr. Weltner has brought us very good news—and news which we badly need."

Mr Weltner said: The con- that statement and its vast impli- clusions reached by those of us cations to all of us. The keynote responsible for the future destiny of Paramount Pictures bring me here to address this meeting today. I have already addressed similar meetings in other great cities throughout the world and am soon completing a tour of the globe that has brought this pre- sentation to hundreds of exhibitors and press.

First. I desire to implement statement which our President, Barney Balaban, gave to the in New York city, and to the enormous impo-

Continued on page 10

RFD To Entertain GC In Bristol

For the CEA General Council's visit to Bristol in January, Rank Film Distributors have agreed to arrange a special late night showing at Bristol's Capitol Odeon of Pinewood's new Captain's Table." The Rank Organisation will give a cocktail party before or after the showing of the film.

General Council are visiting the City during the Lord Mayor of Bristol's (Ald. F. G. Inskip, J.P.) year of office as Lord High Chamberlain. Ald. Inskip asked the Council to Bristol and then take the case to branch delegates, and he is to entertain the Council and branch members to a luncheon in Bristol's new Council House.

PRS Case Adjourned

The hearing before the Performing Right Tribunal of the case between the Scottish Ballroom Association and the PRS was adjourned on Wednesday until January 13, when the PRS will be heard.

The Ballroom Association concluded presentation of its case and on Wednesday, Mr. J. F. Stewart, a member of the North British Ballroom Association Council, told the Tribunal that ballrooms, "like the cinema," were suffering from big changes in entertainment values in Britain. "We noticed the first big drop when television came to East Scotland. When ITV came on the

Continued on page 12

Mr. John Parker (Lab., Openshaw), who asked a question in the Commons yesterday about actions to bring the cinema industry observance third party Mr. Parker, Private Member's Ballot Secretary, to his room. The House reply to his question, in which he had no prospect of action which would be divided at the present

EALING TO L... FEDER...

Mark Ost... Loss To...

Page 10—The Daily Cinema

'REAFFIRM...

mount's faith in the future of this th... industry is stronger today than th... ever.

"We say without qualifications: ma... "The motion picture will never relinquish its long-held place of lead... entertainment in the broad sphere of ... "We at Paramount are writing our faith in the future of the industry with more and better pictures than ever before".

In support of our decision, I can tell you now that our company will produce within a year at least 20 pictures, and hopefully more, in our very top budget category. These very top pictures will be augmented by a number of smaller pictures for which there is a ready market. But let me assure you that we are not limiting the number of pictures we will produce to the year ahead. We have been planning zealously for the years that follow.

We are primarily devoted to the continued stability and well-being of Paramount Pictures Corporation, and to the continuous important position as a supplier of top box-office pictures.

This affirmation of faith in the future is based on our business has resulted in a tremendous lift to the morale of all the thinking people in the industry right all the way to the four corners of the earth and back again.

We are backing up our own judgment with the full strength of our financial resources. Our company has embarked on a tremendous production program with full confidence in the maintenance of our company's position as a continuous supplier of top box-office pictures.

This fact has already dispelled entirely absurd rumour. I refer to the report that Paramount, in any way, manner or form, is engaged in or even considering "liquidation" or "practice known as liquidation" as it is also known. This fact has already dispelled entirely absurd rumour. I refer to the report that Paramount, in any way, manner or form, is engaged in or even considering "liquidation" or "practice known as liquidation" as it is also known. This fact has already dispelled entirely absurd rumour. I refer to the report that Paramount, in any way, manner or form, is engaged in or even considering "liquidation" or "practice known as liquidation" as it is also known.

Therefore, we are a company with no pressing fiscal problems. We are a company that is regarded in Wall Street as "the manage- ment company." A company whose securities command the highest prices in its history. A company whose President and whose management can and are devoting 100 per cent of its energy to the production of

Page 4—The Daily Cinema

Commentary

by Bernard Charman

Mark Ostrer. The death of Mark Ostrer came with shocking suddenness. On Tuesday he had been attending to his business affairs and appeared in normal health; before next morning he had succumbed to a swift heart attack.

He was celebrating his 65th birthday on that very day. One would have thought him to be still full of years.

His name, like those of his illustrious brothers, is woven into the fabric of the industry. With Isidore he played a leading part in building up the vast Gaumont-British organisation, which was the first of the film empires in this country.

After it gravitated into the Rank Group he remained with it and was active in the management not only of GB itself but also of its numerous associated companies.

Nobody was more shocked by the news than John Davis. He had a great respect and regard for his colleague, as his tribute on another page testifies.

He made it his own duty personally to ring all the newspapers to impart the sad information. It was a gesture of respect which I found most touching.

There is bound to be a tremendous turn out from the industry at Golders Green Crematorium this afternoon. This was a man blessed with many friends, both high and low.

I would like to add my own to the great volume of expressions of sympathy which Mrs. Ostrer is receiving, and to say as much to Mark's two sons, Geoffrey and Edward and [illegible] stepdaughter Barbara.

Act of Faith. George Weltner of Paramount might well vie with the late Mike Todd. In presenting his company's immense production program yesterday he might have added another—"Around The World In 40 Days."

By the time he returns to New York at the week-end he will have spent that time circling the globe and carrying the good news to practically all the major cities of the world.

What wonderful news it is! As an extension of the courageous announcement made by Barney Balaban in New York two months ago it electrified an audience which included circuit and independent exhibitors from all over the country.

It was an exciting showmanship presentation, backed up by a coloured slide exhibition of scenes and personalities from the great program.

How good it was to hear Weltner so firmly squashing the rumours that Paramount might join other unfortunate concerns in self-liquidation. So obviously, in face of the present policy, nothing could be further from the truth.

If ever a man's journey was really necessary, surely Weltner's has been. He has lighted new torches of hope in many countries.

John Davis, speaking after the statement, put it simply when he declared that the Paramount VP had "done the right thing in moving across the world to tell about his production program."

Memo to George Weltner: You referred to the fact that the American trade periodicals have fully reported the tribulations of the industry.

The British trade Press has also performed the same sad duty, as it has done in relation to our own difficulties here. That is why, with great joy, we report so fully in this issue your company's reaffirmation of faith.



George Weltner (see "Act of Faith.")

ABC London Release DEC. 8

THE TROLLENBERG TERROR x

starring FORREST TUCKER JANET MUNRO

RIALTO FILMS present CALL GIRLS x

(ENGLISH SUBTITLES)

starring CLAUS HOLM · INGMAR ZEISBERG ERWIN STRAHL · KAI FISCHER

Directed by Arthur Maria Rabenalt
A Regal Films International Ltd. Release
Production by Helmut Beck
Distributed with Eros Films Ltd.

RITZ LEICESTER SQUARE—NOW

On the contrary, the revenue from sale of disposal assets provides fresh working capital to support production activities. No wonder Paramount today is regarded as one of the most fiscally sound of all companies.

One item of information which he let drop caused everybody to prick up their ears. [illegible] fabulous success of th[illegible] playing "The Ten [illegible]ments" on a "four [illegible] in cinemas in key sit[illegible]

It takes a great pict[illegible] by great exploitatio[illegible] more than a million[illegible] only 64 cinemas. B[illegible] wonderful reaffirmatio[illegible] can be done.

Outside Deal. [illegible]en Hargreaves has, I [illegible], just cl[illegible]d his first deal [illegible] American d[illegible]stribution through the Rank Organisation of [illegible] made by

Concluding line.....

In a precedental action, the Daily Cinema has devoted almost all of its editorial page to a tribute to Paramount and to George Weltner. Final sentence of editorial says:

"....That is why, with great joy, we report so fully in this issue your company's reaffirmation of faith."

for quite a long time. It even led to exaggerated reports that Lion International were courting Rank on a much larger scale.

"We proposed this deal for a very simple reason," Victor Hoare told me yesterday. "It seemed to us that a Kenneth More film should logically go through the company which is offering some of his greatest successes, a feeling in which both Harry Norris and Ken Hargreaves concurred."

Great Day. There can have been few trade occasions more impressive than the magnificent reception which Nat Cohen gave following the wedding of his daughter, Angela, to Martyn Silver on Wednesday. It was like a cross between a Variety Club annual dinner and a CEA Conference.

I gave up after counting the first 500 heads. That was a long way from the finish. Everybody who is everybody was there.

After the nuptials the celebration began at the Dorchester Hotel at 6 o'clock. At 11 p.m. it was still going strong.

All the greats of the industry were there in force enjoying the buffet supper and dancing. None were more resplendent than Jimmy Carreras and Jack Goodlatte in the glory of full morning dress and black toppers.

The radiant bride had nothing [illegible]mph. How proud [illegible]sband must have [illegible]mmense a gather- [illegible]m in celebrating

[illegible] enjoy, too, was [illegible]d to them by the [illegible]everal of these [illegible]ing pictures which [illegible] tangible memen-

[illegible] on page 6

Anxious About The Effects Of The Plan

The CEA Finance and Management Committee are anxious about possible effects of the Rank reorganisation on British film production. E. C. Rogers told Bristol branch of CEA that the proposal [illegible] might, he said, have repercussions on the Quota and the Levy.

[illegible] proposal that [illegible] specialise [illegible] Gamlin [illegible] they were not interested [illegible] C. R. Thompson [illegible] films handled [illegible]

Let it be said again that there is much more to be reported about the far-reaching effects of Mr. Weltner's message. Next month we shall report more of the regional meetings in the Far East, all of those in Europe and Great Britain, many of those in Latin America, and all of those in Australia

"TEMPEST" IS TERRIFIC!



It seems inevitable that Van Heflin, shown here (right) with Geoffrey Horne, will be in the forefront of Academy Award nominees next year

****

MR. WELTNER HAS WRITTEN A WONDERFUL LETTER TO THE FIELD CONCERNING THIS OUTSTANDING PRODUCTION.

A special executive screening of "T E M P E S T" on Tuesday afternoon, November 18th, at the Criterion Theatre in New York established beyond all question that this Dino De Laurentiis production for Paramount world release in

M I G H T Y

M A G N I F I C E N T

S P E C T A C U L A R

as well as being

H U M A N

HUMAN, SENTIMENTAL, PASSIONATE and GLORIOUS ENTERTAINMENT...

Again we as an organization are being paid the high compliment of being privileged to sell, to handle and to value highly one of the truly all-time-great motion pictures.

Paramount WORLD
Volume 5, Number 2 February, 1959



'Psychiatrist' Hitchcock, Amid Switzerland's Snows, Investigates A Split Personality.

MERGER OF PARAMOUNT AND SUNSET STUDIOS AS SINGLE MIGHTY PRODUCTION FORCE IS POWERFUL IMPLEMENTATION OF ASSURED FLOW OF GREAT NEW PARAMOUNT PICTURES



This is the renowned Paramount Studio at 5451 Marathon Street in the heart of Hollywood.....

HOLLYWOOD, Feb.5 - Y. Frank Freeman, vice-president and studio head of Paramount Pictures, announced today that hereafter operations of the Paramount Sunset lot will be consolidated with the Paramount Marathon Street Studio, so that there would be available a complete integrated service to independent theatrical and television motion picture producers regardless of their distribution affiliation.

The main studio is one of the most complete and best equipped in the industry with 18 modern sound stages, permanent outdoor sets and a full complement of production departments such as wardrobe, props, set construction, etc.

Since acquiring the Sunset Studio, Paramount has developed it into a new, modern, streamlined and compact operation in which theatrical and television films may be produced at realistic below-the-line budgets on its refurbished stages.

Through its association with television station KTLA, whose studios are located on the Sunset property, a full video and audio tape recording service with the latest and most modern equipment is now available at the Sunset Studios for the use of those television producers who find it economically advantageous.

Commenting on the new Paramount policy of affording the entire combined Paramount facilities to independent producers, Freeman said: "We believe the physical plant and equipment together with our highly skilled manpower in this new operation will provide the basis for attractive deals to substantial film producers in the television and theatrical fields."

James Schulke continues as vice-president and general manager of Paramount Television Productions Inc., headquartering at KTLA premises on the Sunset lot, where Paramount's own broadcasting and television unit will continue.

Freeman further stated that under the new organization plan Joseph L. Kramer, former production manager of Sunset, will direct negotiations with television and theatrical producers for the combined facilities of the two lots with Frank Caffey, production manager of the Marathon lot, assuming the usual production control for both lots.

Freeman further stated that organization plans have been worked out to coordinate this new activity and provide close liaison between the studio and the outside producers utilizing their facilities.

This new program will in no way affect or change Paramount's plans for the production of its own pictures or for the motion pictures that are being produced in association with the several top independent producers releasing through Paramount.



.....and this is the Paramount Sunset Corporation's Studio, also in the heart of Hollywood!

The Cover

Prior to returning to Hollywood to commence working on "No Bail For the Judge" for Paramount, Alfred Hitchcock enjoyed a brief vacation in Switzerland. Amid the snows he posed for some of the most original publicity pictures we have ever seen. Cover picture is one of these. Others will appear in future issues.

He Makes Pictures for
A World-Wide Audience



DINO DE LAURENTIIS

And "T_e_m_p_e_s_t" is His Mightiest Accomplishment to date..Mighty in Scope.....Mighty in Spectacle....Mighty in Drama...and Mightiest of All in Top-Important Audience Appeal

@@@@@@@@

GETTING TO THE TOP of the film distribution peak in each individual territory (and staying there), seems to have developed into an old Paramount custom. Over the years we have seen it materialize in such countries as Japan, England, Sweden, Australia and many others. Now it is showing up in still others. A case in point is Taiwan, where Paramount is not only tops, but Manager Andrew T. Fan has put us ahead of the next company by at least 20%. And all of this without benefit, yet, of "The Ten Commandments."

We have another barrage of inspiring evidence from Italy in the form of a copy of the eminent film industry publication Cinemundus which carries an appraisal of the entire film industry of Italy for the year 1958. Rating as the industry's documented authority, Cinemundus has rated Paramount as the "all-over top" in virtually every phase of distribution activity, a circumstance which has provided much gratification to General Manager Pilade Levi and his ace distribution force. An excerpt from the publication's editorial summation is published herewith via translation from the original Italian:

"In the classification of the total receipts as in the valuation index, we find in the second position, Paramount. This position is very worthy and very impressive, as it has been arrived at with only 23 pictures. These 23 pictures have also given to Paramount the privilege of No. 1 position in the classification of average revenue per picture, which has reached the figure of Lire 62,500,000 per picture. Obviously this result was influenced to a great extent by the impressive results of "The Ten Commandments" (Lire 705,000,000 in 13 cities), but also has a great bearing on the wise production policy that has always been the attribute of the production and distribution policy of Paramount."

BRAND NEW THEATRES are springing up in many parts of the world with the multiplicity of mushrooms. A case in point is Malaya, where the great Cathay Organisation under the direction of Loke Wan Tho has built and opened 28 brand new houses in the last three years. Speaking at the opening of the 954-seater Cathay Cinema in Malacca on January 15th, Mr. Loke said:

"....we have opened so many cinemas that any night I cannot sleep, I don't count sheep any more; I count Cathay theatres instead!"

LEVEL BEST IS THE MOTIVATION that is being put in back of Paramount's showmanship campaign for "Tempest." 'Level best' implies honesty of purpose, unremitting effort, colorful enterprise and tenacity of purpose. All of these things have been in process during the many months since Paramount undertook the distribution of this great motion picture, but they have been stepped up to racing pitch during the past few weeks, and will reach full 'tempest pitch' between now and the picture's release. This issue of Paramount World gives a brief idea of the many things in process.

Paramount World

Published every month by Paramount Pictures Corporation, 1501 Broadway, New York 36, New York, USA. Issued by and for members of the Paramount organization around the world who believe in the entertainment appeal of their motion picture, television and allied products and in the business future of their company.

Albert Deane, Editor

Volume 5, Number 2 February, 1959



"TEMPEST" PRINCIPALS IN HOLLYWOOD

Vice-President and Studio Head Y. Frank Freeman (centre) with Dino De Laurentiis (right), producer of "Tempest," and Mario Tedeschi, Italian Consul in Los Angeles. Occasion was a reception for Mr. De Laurentiis held at Chasen's.



Reunited at the Hollywood reception are five who contributed mightily to the towering success of "Tempest" as a great entertainment film. From left: Dino De Laurentiis, producer; Robert Keith and Agnes Moorehead, stars; Alberto Lattuada, director, and Van Heflin, star.

Cecil B. DeMille



The untimely passing of Cecil B.DeMille brought messages of sadness from all parts of the world... Their numbers ran into the many thousands. We present here outstanding excerpts from a representative few:

In Los Angeles, Cardinal McIntyre, speaking at the Communion Breakfast of the Motion Picture and Television industries, paid tribute to Cecil B. DeMille's work "in bringing to the minds of the people of our time the fact of the existence of Almighty God. C.B.DeMille's 'Ten Commandments' should live as long as motion pictures remain a media of entertainment. This epic manifests to us the greatest fact of history - the fact of God's existence," the Cardinal declared.....And he concluded: "...Christianity is grateful to the motion picture industry. Grateful to the great apostle,DeMille, for pointing up the fact of God's existence".....Paramount President Barney Balaban concluded his statement on the passing of Mr. DeMille by saying: "...For all at Paramount - and this goes for Paramount personnel all around the world -- this sad and bitter loss strikes at our hearts. Our attachment to "C.B." was far more than a business association. It was an association of deep understanding, mutual friendship, veneration for his power at speaking to the world, and admiration for the great respect in which he, in turn, was held by the world. Whilever memory holds, we shall hold securely the memory of Cecil B. DeMille."......The sentiment from the heart reflected in the cartoon above expresses the feelings of noted Los Angeles Times artist Bruce Burrell. He has inscribed the work "To Mrs. Cecilia Harper in Memory of Her Wonderful Father."....And Life Magazine of February 2nd devoted five memorable pages to 'DeMille's Legacy of Epics: His Work and His Life,' calling him the man who 'founded Hollywood.'.....Said Eric A. Johnston: "It is hard to believe the news that Cecil B. DeMille is gone. He was always so vigorous and so alive...."....Jerry Lewis spoke from the heart when he said: "Heaven's gain is our loss."..... Roy A. Roberts, publisher of the Kansas City Star: "...He was a dear and valued friend of mine for forty years. He was a great American. I never knew a man who stuck by his convictions more earnestly and firmly than he....." .....George V. Allen, Director, U.S. Information Agency:"The contribution of Mr. DeMille, not only to the art of motion picture production but to the preservation of those ideals of freedom and justice for which our government stands, will always be remembered. His close cooperation with the U.S.Information Agency and his wisdom, advice and counsel have been invaluable to us all." .....The telegram of Paramount Pictures Vice-President Paul Raibourn described Mr. DeMille as "...the man who best understood human hopes and aspirations and how to make them come alive."...Gloria Swanson eloquently expressed the sentiments of a great many players whom Mr. DeMille lifted to stardom when she wired Mrs. DeMille: "I feel such a part of your sorrow and offer my love and understanding. Years of memories give me solace, for my gratitude to your dear one was deep."....Glenn F. Ireton, Editor and Publisher of Far East Film News, said: "...By his works, millions have known him and loved him and they have known and loved each other the better and the more because of him. Through the long years the Lord's house shall be his dwelling-place.... Donald Hayne, an associate of many years, closed him memorable tribute encompassing the life time accomplishments of Mr. DeMille with these nine words: "He was a man of vision. Now he sees."

Impressive Coincidence

Ladislav Koch advises from Tel-Aviv:

"The Jewish people all over the world read each week in the Synagogues a different portion of the Law.

"It was an impressive coincidence that in the week of Cecil B. DeMille's death, the portion of the Law to be read in Synagogues everywhere was the Exodus of the Jews from Egypt and their Crossing of the Red Sea."

PICTURES AND NEWS FROM THE NORTH AMERICAN BRANCHES...



Promoted to Branch Mgr.

MICHAEL J. JUSKO, who has carved quite a niche as a salesman in Buffalo Branch, and who has been twice a member of the 100% Club of Ace Paramount salesmen, has been promoted to the Branch Managership in Buffalo. He succeeds Hugh Maguire, who has resigned.

"Mike" Jusko has a legion of friends in all branches of the industry, so that our congratulations are but one in many hundreds.



MEMPHIS - When lovely Tina Louise, co-star of "The Trap" (and also of "The Hangman") was here in connection with the upcoming premiere of the thriller at the Malco, she was met at the airport by Branch Manager Howard Nicholson. As they were having coffee at the airport, a photographer from the Memphis Press-Scimitar caught this picture, which duly was published in the newspaper.

CHARLOTTE Since the first of the year, our salesmen and bookers have been concentrating their efforts to protect our revenue for week ending February 28. Warners are designating the week of February 22-28 to Jack Warner and we don't intend to have them cut off our delivery that particular week.

After our screening of THE TRAP, our entire personnel felt that we have another action picture that will hold its own with the best of them.

Our returns on THE TEN COMMANDMENTS since our new policy went into effect are nothing short of fabulous. Our smaller towns are grossing in four days as much as they ordinarily gross in two weeks. These grosses will do a lot to aid our selling of other small towns.

Our "sneak" preview of THE TEMPEST was a complete success as approximately 500 people saw the picture and the comments were unanimously excellent.

We are looking forward with great anticipation to our forthcoming releases that Mr. Bradley told us about in our recent meeting. The re-release of SHANE and the boxoffice potential of DON'T GIVE UP THE SHIP and THE LAST TRAIN FROM GUN HILL give us all a feeling of "money in the bank".

--B.A. Slaughter, Jr.

JACKSONVILLE News from Jacksonville Branch is very scarce this time; however, things do happen at all times in the film industry as everyone knows. We, in the Paramount Office, are attempting to get many people on film row interested in a bowling league. We have had several replies, but as yet no action has been taken.

A very interesting thing happened to one of our fellow employees very recently. Our Assistant Cashier and her husband were gracious hosts to 6 sailors from the Dutch Air-Craft Carrier which docked at Mayport very recently. The Navy in Jacksonville asked any citizen via radio to contact these Navy personnel from the Dutch Carrier and show them a bit of Southern Hospitality. She reported they had a very nice time with these young men and stated they were much the same as our own teenagers. They ranged in age from 16 to 19 years and could not speak English. You can imagine the confusion and laughter that went on.

Our Cashier, Mildred Elliott, is absent on leave due to the serious illness of her husband.

--Herman Allen

SAN FRANCISCO We are all anticipating the preview of "Tempest" which is to be shown at the Metro Theatre. Invitations have been sent out to various people and we are confident all will attend. Mr. and Mrs. Van Heflin are expected to attend the preview.

Bookers George Carmone, Arnold Lavagetto and Jack Voorhies are working like mad trying

(Continued on Page 18)



CHICAGO - Western Sales Manager Sidney G. Deneau found still another way to put plenty of zing into his division meeting here -- he invited sultry, shapely Tina Louise to sit in on part of the proceedings. Since Tina is co-star of "The Trap" and "The Hangman," she could be counted on for some interesting things to say.

Shown seated with Tina are, at left, Sidney G. Deneau and Chicago Branch Manager Bob Allen. The glamorous star was in Chicago for a whirlwind round of TV and press interviews in connection with the release of "The Trap."

Standing (l. to r.): Jack Armgardt and Lou Goldberg, Chicago Salesmen; Abe Gelman and Duff Newman, Indianapolis Salesmen; Howard DeTamble, Indianapolis Branch Manager; Roman Herold and Matt Donohue, Chicago Salesmen; Tom Duane, Detroit Branch Manager; John Lewis, Minneapolis Salesman; Jess McBride, Minneapolis Branch Manager; Ward Pennington, Milwaukee Sales Manager; Ernest Lund, Minneapolis Salesman; Forrie Meyers, Minneapolis Sales Manager; Joe Rosen and Birger Ronning, Minneapolis Salesmen.



PARAMOUNT PRESENTS A BRILLIANT ACHIEVEMENT BY DINO DeLAURENTIIS...FAR SURPASSING HIS PRODUCTIONS "WAR AND PEACE" AND "ULYSSES." 1959 WILL SEE AUDIENCES EVERYWHERE SWEPT UP, SWEPT AWAY BY..."TEMPEST"!



All-encompassing showmanship campaign for "Tempest" is without precedent in Paramount history. We begin on this page a straightforward, unilateral listing of merely the top elements of this campaign.



NEW YORK - At the eminent "21," luncheon held in honor of Dino De Laurentiis for press and industry representatives, is the beginning point of Paramount's massive campaign for the launching of "Tempest." Vice-President George Weltner was host. To the right of him are Dino De Laurentiis, Paul Raibourn and Jerome Pickman

****

LEFT

HOLLYWOOD - Early partners in many successes, and now individual producers of highest-grade entertainment films for Paramount release — Dino De Laurentiis (right) and Carlo Ponti. Occasion was the Hollywood reception honoring the producer of "Tempest," and held in Chasen's Beverly Hills restaurant.



One mighty merchandising medium is the attractive, informative and very readable magazine, De Laurentiis Movies, pictured here in its special issue devoted entirely to "Tempest." Conceived in New York by Jerome Pickman, Martin Davis and their associates, the publication was compiled and edited by Saul Cooper of the publicity department....5,000 copies with go to U.S. exhibitors, film reviewers and opinion-makers.

PARAMOUNT PRESENTS

TEMPEST

A DINO DeLAURENTIIS PRODUCTION TECHNICOLOR® Filmed in TECHNIRAMA®

PARAMOUNT PRESENTS

TEMPEST

A DINO DeLAURENTIIS PRODUCTION TECHNICOLOR® Filmed in TECHNIRAMA®

Unremitting drive, matchless enterprise and unflagging enthusiasm are characterizing the campaign whereby Jerome Pickman, Martin Davis and their co-workers are implementing George Weltner's promise to ace producer Dino De Laurentiis that his greatest production, "Tempest," would be launched on a scale befitting its greatness and its popular appeal.

We present below a few of the highlights of the campaign already in process.



NEW YORK CITY - Holding the Parents Magazine medallion for "Tempest" as an "outstanding production," is Dino De Laurentiis; and congratulating him is Phil Wilcox, an executive of the magazine.

****

PRE-RELEASE NATIONAL TOUR BY VAN HEFLIN

This prime piece of showmanship, outstanding in Paramount public relations history, is covered in some detail on other pages.

NATIONAL MAGAZINE PUBLICITY PLANNING

The major part of this campaign was conceived when Paramount contracted for the services of Gjon Mili, world famous still photographed, to stay on location during the filming of TEMPEST for a period of 10 weeks. As a result, picture spreads of unprecedented importance, in both color and black and white, are anticipated in the next few months in the following world-renowned publications:

LIFE ESQUIRE LOOK
THIS WEEK NEWSWEEK PAGEANT
PARADE GOOD HOUSEKEEPING
COSMOPOLITAN HARPER'S BAZAAR
LADIES HOME JOURNAL
NEW YORK TIMES MAGAZINE TIME
MODERN PHOTOGRAPHY COMPACT
POPULAR PHOTOGRAPHY SCHOLASTIC
SATURDAY EVENING POST GLAMOUR
WOMAN'S DAY REDBOOK
.....and many, many more.

NATIONAL COLUMNISTS

Important material has been prepared for such important syndicated writers as Hal Boyle, Stewart Alsop, Bob Considine, Jim Bacon and Jim Bishop.

GJON MILI

In addition to Mili's special color coverage, he has covered TEMPEST in 16mm. (color). This reel will be used extensively in schools, civic groups, women's clubs, fraternal organizations, as well as for use on television. In addition, we are planning a travel display of Mili's stills in important department stores and libraries throughout the country.

TRADE PAPERS

An extraordinarily heavy coverage of the picture with color and black-and-white advertisements in all eight top trade papers is scheduled.

DINO DeLAURENTIIS MOVIE MAGAZINE

This superb promotional publication is covered separately on one of these "Tempest" pages.

FIELD OPERATIONS

Supplementing our regular field force, we plan to add special press representatives, merchandisers and exploiteers. Also, two special kits of "Tempest" material are being prepared -- a newspaper kit and a theatre merchandising kit.

FOREIGN LANGUAGE PRESS

Virtually unprecedented cooperation will be extended by Paramount to all sections of the nation's foreign language press.

DINO DeLAURENTIIS TOUR

This began with Mr. Weltner's press luncheon and reception in New York on January 27th (pictured elsewhere) and continued across the country. It will include the nation's major cities,and we will record these in due course.

TELEVISION AND RADIO

Many special trailers for TV have been prepared. Top-line interviews are being set up. Van Heflin already has done much valuable work, and will do more.

THE UNITED NATIONS

Because of the historical nature of "Tempest," special discussions are taking place with the United Nations, and the outcome of these will be duly announced.

SCHOOL/COLLEGE PROMOTION

There will be national school and college contests based on the topic which Van Heflin has used across the country in his talks with members of high school and college newspapers - "What do you think might have happened to Russia if Pugachev had been able to overthrow Catherine the Great?" There will also probably be a contest for the best student written report on the subject of making motion pictures abroad, the prize being a summer working with Dino in Europe.

COOPERATIVE ADVERTISING

This will be a highly important phase of the overall campaign.

BOOK TIE-UPS

These will be many, and extensive, with details circulated to all concerned at the appropriate time.

ADVERTISING APPROACH

Three important artists, using the Italian campaign of tremendous success as a basis, will build local campaigns stressing the surge and power and passion of the picture.

NATIONAL POSTING

A campaign aimed at a viewing potential of 40,000,000 persons will be staged across the nation, using 24-sheet posters in 4 colors on key illuminated and non-illuminated boards.

NATIONAL ADVERTISING

Advertisements in 4-colors will be used in the top national magazines.

THE LYNN FARNOL GROUP

The Lynn Farnol Organization has been engaged to work on one specific area - that of a pre-selling campaign in the non-entertainment area. The concept here is to present the literary, educational and historical values inherent in the subject matter of "Tempest." It is our intention to reach opinion-makers who will set in motion word about "Tempest." This group will concentrate solely on this phase of the campaign. We believe work of this kind will bring to the movies people who seldom attend nowadays.

Continuing the Story of a Mighty Showmanship Campaign





DALLAS, Texas - Press luncheon at the Variety Club in the Adolphus Hotel that became a prime plug for a certain massive picture known as "Tempest." And when things are massive in Dallas - they really are! Clockwise from the left: Jerry Haynes, WFAA Radio and TV; Laura Gallagher, Women's Editor, Sallas Times Herald; Bob Brock, Radio and TV Editor, Dallas Times Herald; Bill Barnard, AP Southwest Bureau Chief; Fairfax Nesbit, Radio and TV, Dallas Morning News; Don Safran, Asst. Amusements Editor, Dallas Times Herald; Van Heflin, star of "Tempest"; Bill Payne, Amusements Editor, News (partly hidden); Toni Zoppi, Asst. Amusements Ed.,News (also partly hidden); Tom Bridge, Southwest Division Manager; Frank Rule, Dallas Branch Manager; Wayne Lillard, Dallas Sales Manager; Bill Mitchell, Asst. General Manager, Interstate Theatres, Dallas.



This is the action-packed twentyfour-sheet poster, multi-colored and attention-compelling, which will be spread by the hundreds across the nation. This poster will carry the name and the entertainment qualities of "Tempest" in a more far-reaching fashion than has the postering of any other picture in recent showmanship history.

Musically.....

"Tempest," an Eddie White-Mac Wolfson composition inspired by the Dino De Laurentiis -Paramount production, has been published in sheet form by Famous Music Corporation, and has been waxed by Dot Records on 45 rpm in ultra high fidelity.

Disc jockeys across the nation are giving the latter a big play, and the number is climbing rapidly on all charts.



Cover of the stirring song, inspired by the picture, with words and music by Eddie White and Mack Wolfson.



Dino De Laurentiis' super production for Paramount—"The Tempest".

派拉蒙向電視反攻！

吳爾電影事業，過去也曾受到外來的打擊，但目前面臨歷史上最嚴重的危機——電視搶去了它的觀衆，自從電視面世後，電影院的票房收入逐年下降，好萊塢大吉，有些公司，不是倒閉，就是已關門大吉，有些公司，步馬智起馬梁和電視關爭，就必須大刀闊斧，拍攝電視所不能拍攝的片子，希望這樣可以將坐在家裏的電視觀衆，控到戲院裏去。

派拉蒙影片公司就是最先這一點的。他們認爲以他們的實力，人力與物力不很可以與電視抗，而且是前途不可限量的。

最近派拉蒙公司與鐵恩聯合會議世界各地，向觀衆介紹他們的信心，並將在一九五九年度中推出二十部成本超出一百餘萬美金的片子。

以人力來說，派拉蒙公司擁有其他公司的第一流，在演員方面，派拉蒙公司擁有不少的，像白蘭度（Marlon Brando）、卡倫·狄克（Kirk Douglas）、白蘭斯（Yul Brynner）、勞倫斯·哈維（Laurence Harvey）、羅勃華格納（Robert Wagner）、卡爾·馬爾登（Carl Malden）、蘇菲亞·羅蘭（Sophia Loren）、李·賽勒斯（Robert Vaughn）、羅勃·泰勒（Robert Taylor）、白朗蒂·赫斯頓（Charlton Heston）、卡萊·葛蘭（Cary Grant）、安東尼·奎（Anthony Quinn）、蘇菲亞·狄恩（Sophia Dean）、馬修·麥可康（Matthew McConaughey）、羅勃·華格納（Robert Wagner）、白朗蒂·赫斯頓（Charlton Heston）。

（本報駐美記者）

HONGKONG IS WAITING

Although more accustomed to hurricanes, typhoons and monsoons, Hongkong now is eager for "Tempest," as this page reproduced from the publication, International Screen, Indicates. International Screen is published in Hongkong by the Cathay Organisation, and has a circulation of at least 50,000 copies per issue. Issue which had this page devoted to "Tempest" also covered in detail the journey around the world of Mr. Weltner when he carried Paramount's Affirmation of Faith message. The coverage included several pages of scenes from forthcoming Paramount productions.

SOLID MOTTO FOR DIVISION AND BRANCH MANAGERS, BOOKERS, SALESMEN AND JUST ABOUT EVERYONE ELSE IN SALES ---- "'TEMPEST' FUGITS"



Editorial page of "Dino De Laurentiis Movies," the new international magazine which begins its career by being devoted entirely to "Tempest." Policy of the magazine is set forth in the boxed statement which says:"Presenting a new monthly magazine on the international motion picture activities of Dino De Laurentiis Productions. Publication begins with this special issue entirely dedicated to "Tempest"."

The fear of a threat to his personal security is at the root of every person's violence and hatred.
-Tennessee Williams



HOLLYWOOD - During his studio visit, Alberto Lattuada, director of the mighty "Tempest," had a luncheon interview with a number of members of the international press. Here he is talking with Miguel de Zarraga, Hollywood representative for a number of Latin American publications.



UNUSUAL AWARD

Pierre Award held by Alfred Hitchcock is presented each February by the Universal Fan Club Association of Hollywood. Club was organized to promote higher standards in fan clubbing.

This year the Association received over 350,000 written nominations, with 18 personalities in the entertainment and motion picture industry receiving awards.

Alfred Hitchcock, now at Paramount preparing "No Bail For the Judge," his next picture, was named as the favorite director of motion pictures and television with 138,151 nominations.

EN TODO EL MUNDO SE ESPERA PROMETEDORAMENTE 'LA TEMPESTAD'

* * * * * * * * *

Uno de los acontecimientos cinematográficos más notables del año será la presentación por la Paramount de la fenomenal película 'Tempest' ("La Tempeatad"), realizada por Dino De Laurentiis. Esta eapectacular película ha sido estrenada ya en los principales teatroa de Italia y su éxito ha sido uno de los más grandes en muchos años, por au interpretación, por la acción dramática que campea en todaa sua escenas y por los resultadoa de taquilla. Se anuncia el eatreno de "Tempeat" en los Estadoa Unidos y el Canadá precedido de una campaña de "showmanship" sin precedente. En eate número damoa algunos detallea de esta campaña, a los cuales añadiremos otros, a medida que se intensifique el esfuerzo común para llevar la película ante el público mundial... En nuestro número anterior dimos al paramountista la tris-



SANTIAGO, Chile - When Messrs George Weltner (at left) and Henry Gordon (2nd. from right) arrived here on their business survey of Latin America, they were met at the airport by Chile Manager Juan Laupheimer (right) and top exhibitor Benito del Villar, longtime Paramount friend.

te noticia del fallecimiento de Mr. Cecil B. DeMille, el cual, por lo inesperado, fué aún más senaible y doloroso. Hoy publicamos algunoa de los tributos que han visto la luz pública en recuerdo de este eminente animador de la cinematografía, a cuya inteligencia y coraje se debe el inmenso prestigio de la Paramount en todo el mundo a través de sus inmortales películas. Estaa muestras de sentimiento han llegado a Hollywood de todas partes del mundo en momentos de verdadero pesar por la pérdida irreparable de esta figura única en los analea de la cinematografía. . . Las fuerzas creativas de la Paramount en nuestro estudio se esfuerzan en llevar a fruición los conceptoa de Afirmación de Fe de los mensajes transmitidos alrededor del mundo. Este mea aon nada menos que cinco las películas en plan de realización en el estudio de Hollywood, mientras en otros países se están filmando, o a punto de entrar en rodaje, otras grandes películas. Ejemplo de ello es la película "The Mountain Is Young" ("La Montaña es Jovea"), en plan de realización en el lejeno Nepal, en donde se halla una unidad preparando el terreno para la realización de la película en octubre, por aer éste el mes más propicio, de acuerdo con las condiciones atmoaféricas y climatológicas. . . Durante el presente mea, Mr. George Weltner, vicepresidente de Paramount Picturea, visitará diversos paíaea de la América Latina en viaje de estudio e inspección. Mr. Weltner partió de Nueva York por la vía aérea el 29 de enero, a Caracas y Río de Janeiro. Publicamos algunas fotos de su llegada a esta ciudad. Acompañará a Mr. Weltner en su viaje, Mr. Henry B. Gordon, Gerente de la División Latinoamericana, quien hace poco recorrió el circuito bajo su gerencia para propagar el mensaje de Afirmación de Fe en juntas celebradas para este objeto. . . La efectividad del "showmanship" ha sido puesta de manifiesto en la película "De entre los muertos," ("Vertigo") de Alfred Hitchcock, acerca del cual nos llegan ejemplos admirables procedentes de Inglaterra, Francia, Suecia, Australia, Suiza y otros países. En todos los casos, a las campañas de "showmanship" han seguido sorprendentes recaudaciones de taquilla. También hemos recibido magníficas fotos de Mr. Hitchcock, de Suiza, algunas de las cuales aparecen en este número de Paramount World... Por fin nos ha sido grato admirar la película de Danny Kaye, "The Five Penniea," acerca de la cual todos loa adjetivos ditirámbicos palidecen ante la grandeza de esta producción que arrancará lágrimaa de emoción y de gozo a todos los públicos.

ARGENTINA HEARS THE "AFFIRMATION OF FAITH" MESSAGE.....

The conclave of exhibitors and Paramount officials of Argentina, Uruguay and Chile resulted in a most enthusiastic acceptance of the Paramount message. In turn, this enthusiasm was transmitted to all branch offices for their local meetings.



Shown here are, from left, Latin American Division Manager Henry B. Gordon, Clemente Lococo, eminent exhibitor; Managing Director Hugo Stramer, and Francisco Lococo.



Enthusiastic exhibitors and press representatives partake of abundant Paramount hospitality at the Plaza Hotel.

LATIN AMERICAN SCENE HIGHLIGHTED BY BUSINESS VISIT OF VICE-PRESIDENT GEORGE WELTNER



BUENOS AIRES - Welcoming group at Ezeiza Airport to meet George Weltner, Vice-President and World-Wide Sales head on his business journey around Latin America.

From the left: Elida M.González, Tomás Florella, Luis Stagnaro, Mr. Weltner, Mrs. Hugo Stramer, Henry B. Gordon, Mrs. Gordon, Hugo Stramer, Pedro Peiroten.



VALPARAISO, Chile - As one audience exits from the Cinema Real after having seen "The Ten Commandments," another one is lined up ready to enter the theatre. These were the largest theatre crowds ever seen in Valparaiso history, and on several occasions the physical demand for tickets became so intense that police reinforcements had to be called out.

Manager Juan Laupheimer reports a recent incident which reveals the enterprise of someone who sought to use our showmanship as a springboard for his own. On this occasion, the people standing in long line waiting to buy tickets to "The Ten Commandments" were surprised to see a man, attired as an ancient Egyptian of the period of the picture, passing along the line and handing out printed bills relating to the Ten Commandments. At first the people thought he was an actor associated with the making of the picture, but later found out that he was a member of a religious sect who was calling attention to a bible meeting he was holding in another part of the city. Simply a case of one event inspiring another.

Next month we will have more wonderful news and pictures concerning "The Ten Commandments" in Latin America - particularly in Argentina. The wonderful, wonderful story of this great film continues with growing power.



PORT OF SPAIN, Trinidad -- Following his return from the stirring Affirmation of Faith meeting in Caracas, Manager Peter Moreno lost no time in relaying the good news to the top exhibitors of Trinidad, and to the press also. Shown here, beginning with Mr. Moreno at lower left, are: Messrs. A.Bently, Progressive Enterprises; P. Burton, Radio Guardian Promotion Manager; M. Jones, Barbados Exhibitor; S.Ghany, Radio Trinidad Manager; H. Teelucksingh,Manager of Roodal Circuit; G. Jenkins, Editor,Trinidad Guardian.



BUENOS AIRES - A share of the towering success of "War and Peace" here can be attributed to this extremely effective and impressive window display in Harrods Ltd., this city's largest department store.



SAN JUAN, Puerto Rico - Manager Frank Planas applied plenty of showmanship to the local release of "Desire Under the Elms" both prior to and during its showing at the Matienzo Theatre. Above is a montage of publicity received, as well as a shot of the exterior of the theatre,lower right.

On account of the importance of the Eugene O'Neill play from which the picture stemmed, Mr. Planas held a special screening for the faculty of the University of Puerto Rico, which was very well attended.



NAT (King) COLE will begin a Latin American tour March 27th, continuing through May 18th, and in almost every country to be visited by him, "St. Louis Blues" will be released simultaneously with his appearance.

The fine singer will appear in San Juan,Puerto Rico; Caracas and Maracaibo, Venezuela; Rio de Janeiro and Sao Paulo, Brazil; Montevideo, Buenos Aires, Santiago, Chile, and Lima.

SAN JUAN, Puerto Rico: Faculty of the University of Puerto Rico arriving for a special screening of "Desire Under the Elms." Paramount Manager Frank J. Planas is at right.

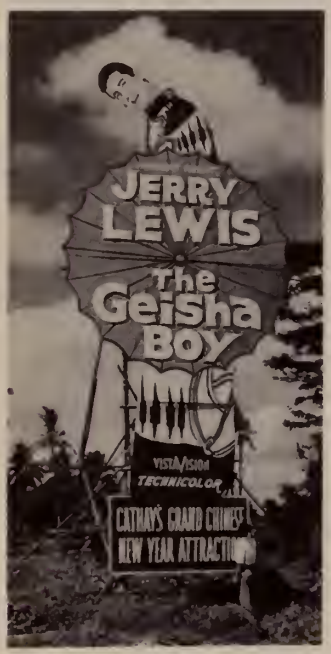


Look Back to Last Month..

Harking back to last month's Paramount World there are a couple of mentions that should be made:

That very human and rememberable portrait of the late Cecil B. DeMille on page 3 was made by Ed Sullivan in 1957.

The game being played by Anthony Quinn and Sophia Loren on page 28 is not bowling, but 'bocci,' which is indeed an incidental part of their picture, "The Black Orchid."



SINGAPORE - Styled in the spirit of the Chinese New Year was this towering cut-out, 26 feet high, of Jerry Lewis, erected on the outskirts of the city in behalf of "The Geisha Boy," attraction at the Cathay Theatre. Picture also was playing at some of Cathay's up-country cinemas, and doing tremendous business at all of them. So the massive cut-out served many purposes.

RIGHT

This is the magnificently thrilling scene in "Tempest" where troops of the Empress Catherine capture the mighty rebel Pugachov (played in a performance of Academy Award stature by Van Heflin.)



HOLLYWOOD - Mr. and Mrs. Jose Consiglio,Jr. (correspondents for "O Cruzeiro," Brazil),dine with Mr. and Mrs. Jack Garfein in Chasen's Beverly Hills restaurant during the Paramount reception for Dino De Laurentiis, producer of "Tempest."

(Mrs. Garfein is Carroll Baker, co-star with Clark Gable in "But Not For Me.")

TODO O MUNDO AGUARDA O IMPACTO DA ESTRÉIA DE "TEMPESTADE" --- OUTRAS NOTAS

* * * * * * * * * * *

Um dos maiores acontecimentos nos anais do cinema, êste ano, sera o lançamento extraordinário, pela Paramount, de "Tempestade", a produção magnífica de Dino De Laurentiis. Sabemos que o filme corre já em marcha triunfal na Itália, onde a crítica lhe teceu os melhores elogios. O sucesso de bilhetaria é igualmente dos maiores. É um filme de esplêndidas por todos os lados - pelo quadro de artistas, pelo grande e suntuoso espetáculo, pelo drama e açao do conjunto. O seu êxito nos Estados Unidos e no Canadá vem sendo augurado por um showmanship dos mais inteligentes ainda vistos. Muitos detalhes dessa campanha vão tratados em outra parte desta edição.

Em aditamento à rápida notícia que conseguimos insertar na passada edição, testemunhamos, agora, a mágua que nos causou o passamento tao lamentável de Cecil B. DeMille. Nesta edição, é dever nosso ampliar aquela notícia e de fato o fazemos com a menção aos muitos tributos à memoria do inolvidável cinematografista que desempenhou tão importante papel na história e no desenvolvimento da Paramount, cujo prestigio, ao redor do mundo, muito deve à influência dos seus grandes filmes. Mensagens de condolencias foram recebidas de tôdas as partes e localmente todos os jornais publicaram grandes grandes necrológios, como adiante noticiamos. Na verdade, o mundo em pêso lamentou o desaparecimento de Cecil B. DeMille, uma personnalidade inconfundível, a quem a indústria e arte do filme devem muito do seu progresso.

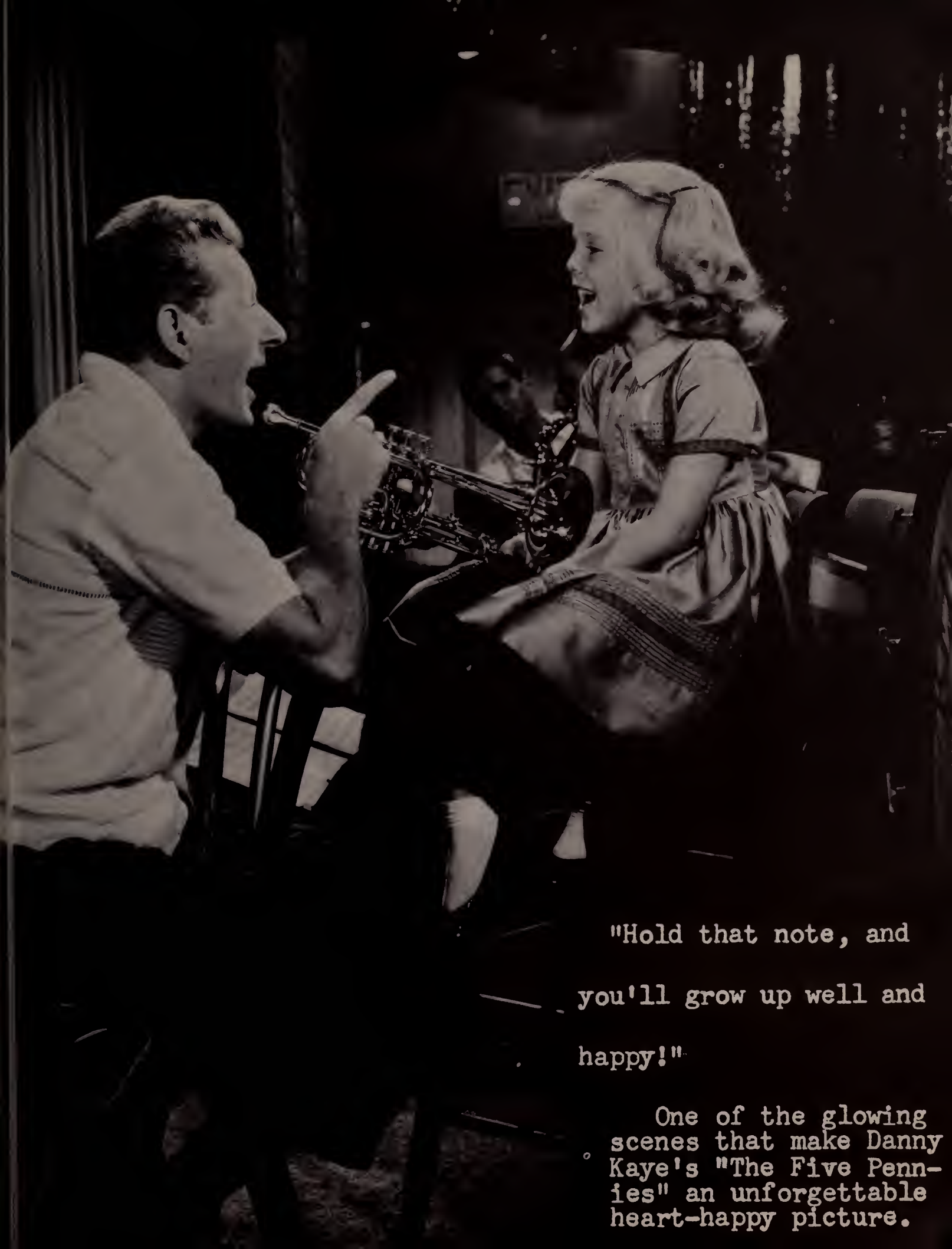
Os departamentos de produção da Paramount, como adiante noticiamos, continuam envidando os maiores esfôrços para substanciar comfilmes da mais alta categoria a Afirmação de Fé que foi transmitida a todos os centros paramounteses e da indústria em geral, em todo o mundo. Confirmando êsse empenho, tem o Estúdio várias fitas que breve estarão nos mercados exibidores. Uma dessas produções é "The Mountain Is Young",que será filmada em Nepal. Uma unidade de produção está a caminho para o local a fim de iniciar o trabalho antes da estação das chuvas.

Durante o correr dêste mês, Mr.George Weltner, vice-presidente da Paramount Pictures,estará em viagem de inspeção pela América Latina. Partindo de Nova York de avião a 29 de Janeiro, êle seguiu para Caracas e Rio de Janeiro. Sôbre êsse trajeto já temos fotos que com prazer publicamos nesta edição. Mr. Weltner será acompanhado em sua viagem pelo gerente geral para os países latino-americanos, Mr. Henry B. Gordon, que, há pouco, completou semelhante visita ainda em benefício da Afirmacao de Fé.

O efeito das campanhas de showmanship destinadas a impulsionar as fitas na sua conquista da apreciação pública, está bem exemplificado com relação a "Um Corpo que Cai", o surpreendente "suspense" de Alfred Hitchcock. A respeito, recebemos uma grande parte do material a que demos a devida acolhida em outra parte desta edição. Os países aí referidos são a Inglaterra, França, Suécia, Bélgica, Austrália, Suíça e outros. E em cada caso particular, o efeito do showmanship se refletiu no apurado de bilhetaria, o que vem provar o velho ditado,sempre citado, de que vale a pena anunciar. Recebemos também um magnífico retrato de Hitchcock, vindo da Suíça, de que fizemos pronto uso.

Conseguimos finalmente captar pela câmara aquêle olhar especial de Danny Kaye, como observamos no filme "Os Cinco Vintens". Esta fita é uma das mais alegres comédias deste inimitável artista produtor de risos. Aguardem a sua exibição e hão de ver o que é jocosidade.





"Hold that note, and you'll grow up well and happy!"

One of the glowing scenes that make Danny Kaye's "The Five Pennies" an unforgettable heart-happy picture.





THE HOLLYWOOD SCENE IS HIGHLIGHTED BY A PARAMOUNT FOREIGN PRESS LUNCH FOR LILLI PALMER

Lilli Palmer co-stars with Clark Gable, Carrol Baker and Lee J. Cobb in the Seaton-Perlberg production of "But Not For Me." The picture is nearing completion and promises to be one of the top comedies of the year.

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Here Lilli chats with Frederick Porges, who represents a number of German and Swiss publications.



Lilli with Dr. Hedwig Traub, correspondent for "Film Und Frau," Germany.



Jennie Dhont, of "Cine Revue," Belgium, and Lilli discuss male stars - possibly Clark Gable.



Lilli here is interviewed by Thomas Beyl, representing a number of German publications.



The interviewer in this scene is Kira Appel, of France's "Cinemonde."



Here Lilli is with Ivy Wilson, Hollywood representative of a number of top English magazines.



With Lilli Palmer in this shot is Therese Hohmann, representative of "Ecran," Chile, and "Fuldaer-Zeitung," Germany.



Some interesting questions, possibly about food, are here asked of Lilli Palmer by Jonah M. Ruddy, of the Kemsley Publications of England.



Lilli here enjoys a good joke with Bert Reisfeld, representing German news service, newspapers and magazines.



Foreign press luncheon for Lilli Palmer was held in the V.I.P. Room of the Paramount Commissary. Paramount International's Edward Schellhorn, who was host, is at table's head in group at right.



Star Clark Gable and Producer William Perlberg appear to be quite happy over the fine article about "Teacher's Pet" that was published in Germany's Bild-Zeitung. Photograph was made on the set of "But Not For Me," in which Clark is co-starring with Lilli Palmer, Carrol Baker and Lee J. Cobb. Bill Perlberg is producing this one also, with George Seaton, and Walter Lang is directing it.



The cameraman's flash on set of "The Jayhawkers" interrupts a script conference between - Fess Parker, Mel Frank, Norman Panama and Nicole Maurey.

LEFT

The studio "Main Springs" who contributed so materially in making the 29th Annual Christmas Party for the Paramount children so great a success. Reading from left: Mildred Brenton, Elizabeth Higgason, Jerry Hill Davis, H.E. McCroskey, Pep Lee, Suzanne Gauthier, Luigi Luraschi, Lillian Rock and Shirley Wigge.

THE BRITISH SCENE'S HIGHSPOT PARAMOUNT NEWS ITEMS

* * * * * * * * *

Showmanship throughout Great Britain these past many months has been enormously effective, especially in the instances of campaigns on "Vertigo" and "King Creole." On these two pictures alone we could fill many pages, but space requirements demand that we use only highlights. However, we would like to pay particular compliments to Leslie Pound, recently appointed Exploitation Supervisor; to Barbara Kerr, his assistant; to Fred Reed, London field man; and to Charles Wilson, field man in the Birmingham territory. The thoroughness and effectiveness of their work could not be surpassed anywhere in the world.



LONDON - One of the prime showmanship gimmicks that Manager C.B. Wills of the Odeon at Camberwell injected into his "Vertigo" campain was this hanging of a dummy to the topmost point of his theatre's sign....Another was to paint the sign shown below on the sidewalk, and to then note how pedestrians paid particular attention to it - and then avoided walking on it.







LONDON - The British press gave impressively important attention to the passing of Cecil B. DeMille. Shown here are two representative examples -- the obituary page of The London Times, and Page One of The Evening News of London. Scores of other English newspaper pages received by us indicated that the attention given the unhappy event was national in scope.



LONDON - Douglas Cornwell, George Budden (theatre dept. secretary) and S.Beverley, the architect who helped to design the internationally renowned Plaza Theatre here, and who has been associated in his professional capacity with Paramount ever since. Occasion was the testimonial party to Mr. Cornwell on the occasion of his retirement.

RIGHT

LONDON - At Douglas Cornwell's party at the Hungaria, Mr. and Mrs. Cornwell (centre) are seen with Mr. and Mrs. David Grimes. Mr. Grimes is head of Paramount's legal department.

LEFT

SHEPHERD'S BUSH - With Elvis Presley's "King Creole" as his attraction at the Gaumont here, Manager Evans knew that an appeal to the record fans was top-priority showmanship. Hence the 12-foot-high reproduction of an Elvis Presley "King Creole" record here pictured.



CARDIFF - The Capitol showing of "King Creole" had the fortunate additive of the showmanship know-how of Exploiteer Charlie Wilson. One of his many stunts was the special Elvis Presley "King Creole" supplements of the South Wales Weekly Argus, for which there were ready and numerous takers.



LONDON - At the party marking the retirement of Douglas Cornwell (right), Managing Director F.E.Hutchinson is shown between Mr. and Mrs. George Leroi, both members of the 25-Year Club,and both members of Paramount's despatch department at Acton,North London.



公開を待たれる「テンペスト」

今年の映画界が迎える最も重大な行事の一つは、パ社の、デイノ・デ・ロレンテイス製作の巨篇「テンペスト」の公開であろう。この大作は既にイタリーで公開され、近来での最も興行的に成功した作品たることを証明した。この映画は、キャスト、スペクタクル、アクション、ドラマ等あらゆる点に於て非常に卓越して居り、アメリカ及びカナダに於て近く公開されるが、その封切に先立ちパ社では近年曾つて見なかつた程の強力なショーマンシップ・キャンペインを行つた。このキャンペインの詳細が本号に紹介されているが、今後日を追つてこれを補足した記事が発表される。

世界の映画人から惜しまれたデミルの死

先号では、セシル・B・デミル逝去の悲しむべきニュースを簡単に報道したが、本号には、今日のパ社の世界的名声が築かれるまでに、大きな役割を果したこの偉人に関する、優れたそして心に残る追悼の言葉を極く少数だけ掲載した。同氏を悼む数多くのメッセーヂや弔詞は世界各国——最早我等の生涯の間にはデミル程の人物は再び見られない事を知つている世界の人々からハリウッドへ寄せられた。

好調裡に撮影の進められる新作品

一方、パ社の製作部門では、先に全世界に届けられた映画産業の将来に対する信念のメッセーヂの中に約束した如く、大物級作品の製作が好調裡に進められている。今月はハリウッドで製作が進められている大作が五本あり、同時に海外で撮影中又は撮影準備中の作品が数本ある。後者について云うと、ネバールで撮影を予定されている「山は若い」がその一例である。且下現地には撮影準備の為に撮影班が滞在しており、撮影は十月モンスーン・シーズン後行われる予定。

ラテン・アメリカ地区を視察旅行中のジョージ・ウェルトナー氏

パラマウント・ピクチュアズの副社長ジョージ・ウエルトナー氏は、今月の大半をラテン・アメリカ地区の視察に費すことになろう。同氏は一月二十九日飛行機でカラカス及びリオ・デ・ジャネイロに向け出発した。同氏のこれらの都市訪問の写真を本誌に掲載した。尚、この旅行には「映画産業の将来に対する信念」の会議でラテン・アメリカを巡回旅行し最近帰社した同地区総支配人ヘンリー・ゴードン氏が同行する。

世界各国「めまい」で素晴らしいショーマンシップ・キャンペインを展開

アルフレッド・ヒッチコック製作のスリラー「めまい」では、世界各国が一致して素晴らしいショーマンシップ・キャンペインを見せてくれた。我々はイギリス、フランス、スエーデン、ベルギー、オーストラリア、スイスその他の諸国が「めまい」で行つたショーマンシップ・キャンペインの素晴らしい資料を入手した。しかも、これらの見事なショーマンシップ・キャンペインを実行した国では、興業的にも例外なく優秀な成績を収めている。又、スイスからヒッチコックの素的な写真が送られて来たので、その中の数点を本号に掲載する。

感動を呼ぶダニー・ケイの新作「五枚のペニー」

我々は遂に待望のダニー・ケイの新作「五枚のペニー」の試写を見ることが出来た。これは現在迄に製作された〻幸福〻を主題とした映画の中で、最も偉大な作品といえよう。この忘れ難い名画のために、貴方のありつたけの涙（喜びと悲しみの）をとつておいて欲しい。

× × ×



One of the finest posters produced anywhere in the world for Alfred Hitchcock's "Vertigo" is this one from Japan.



HONGKONG - During his visit here, Mr. J.E.Perkins met many of the most eminent members of the press. Here he is being introduced to Mr. W.V.Pennell of South China Morning Post, with Manager H.S.Moh, in the rear, effecting the introduction.



伊勢寿雄

For its anniversary issue, the internationally renowned Motion Picture Times of Japan carried a special section devoted to pictures of Japanese film notables as they were in babyhood or childhood, and as they are today. The section devoted to Paramount's advertising and publicity director, Toshio Ise, came out like this.



LEFT

TOKYO - Front of the Hibiya Theatre with its very impressive showmanship display for "Vertigo." Great business resulted!

PEOPLE AND EVENTS IN THE FAR EAST CINEMA SCENE



DJAKARTA - During his recent business visit to the Orient, Mr. James E. Perkins, President of Paramount International Films, paid a courtesy call on President Sukarno of Indonesia at Bogor Palace. Shown here, from left to right, are Mr. Perkins, President Sukarno, Mrs. Perkins, Mrs. Hartini Sukarno and Mr. William E. Palmer, MPEA representative in Indonesia.



DJAKARTA - During his visit to Indonesia, Mr. J. E. Perkins meets Madam Dr. Maria Ullfah Santoso, Chairman of the Censor and Filmboard of Indonesia, and Secretary to the Prime Minister. In centre is Paramount General Manager Cornelius Vlug.



SINGAPORE - Dinner by the Cathay Organisation honoring Mrs. Cynthia Koek, Singapore Film Censor, who was recently awarded the M.B.E. by Her Majesty Queen Elizabeth. Function, which was hosted by Mr. Loke Wan Tho, head of Cathay, was attended by over 60 representatives of the film industry, and by Cathay Organisation executives and their wives.

Shown above from left to right: Mrs. Teo Cheng Hay (wife of a director of Majestic Cinema), Mr. John Dalton (J. Arthur Rank representative in Singapore), Mrs. Padbidri (wife of 20th-Fox representative), Mr. R. M. Patel (manager of Indian Film Combine), Mrs. Koek, Mr. Loke Wan Tho, Mrs. Dalton, Mr. Tom Hodge (head of Cathay Film Services, Ltd.), Mrs. Paul Yui (wife of Cathay's Film Distribution Dept. head), and Mr. Roy McAree, General Manager of Paramount Films, Inc.





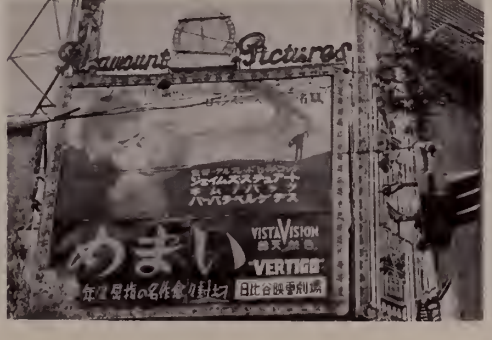
BOMBAY - Crowds thronging the Aurora during the sixth week of the return visit of "The Ten Commandments" to Bombay. At top: Crowd gathered at the side entrance for lower class tickets. The Aurora engagement will continue indefinitely.



DJAKARTA - Crowds throng the Astoria to see the Jerry Lewis comedy, "The Delicate Delinquent." (Note the cut-out figure of the star on a pole above marquee).



SINGAPORE - Edward Dmytryk, director of "The Mountain Is Young," and Mrs. Dmytryk, photographed at the airport here en route to Nepal.



TOKYO - Paramount's own special billboard for "Vertigo" (complete with two Neon trade marks), at the crowded Sukiyabashi Crossing here. Seen by countless thousands.

It is a curious fact that in bad days we can very vividly recall the good time that is now no more; but that in good days we have only a very cold and imperfect memory of the bad.
- Arthur Schopenhauer



PHILADELPHIA - Interested listener is Actor Van Heflin; persuasive demonstrator of what the motion picture, "Tempest," is going to do on the circuit is Bernie Brooks of Stanley Warner Management Corporation.



PITTSBURGH - Booker John Navoney, at left, and Head Shipper Jack Fontaine had this picture made so that they could greet some of their many friends throughout the Paramount organization. They also have the hope that it may serve as an incentive to other Paramounteers to have themselves pictured in these columns.

They also add that they have Pittsburgh's prints working so steadily that they would like to hear from any other branch that has prints available for putting to work.

Be not angry that you cannot make others as you wish them to be, since you cannot make yourself as you wish to be.
-Thomas A.Kempis



DEEPER INTO "THE T R A P"

No longer his brother's keeper, the badgered lawyer (Richard Widmark) looks for the last time on the face of the brother killed by his own rapacity.

New York's Film Critics Appraise "The Trap" * * * *

THE NEW YORK TIMES said of "The Trap"..... ".....taut picture in the outdoor action frame. ...no waste motion and the pressure is on all the time...nice menacing performances from his experienced cast..." THE DAILY NEWS, giving it 3½ stars, called it an "absorbing, hard driving melodrama...suspense ticks away with clocklike regularity....Norman Panama has made his own story into a thriller that will satisfy the customers".....THE DAILY MIRROR headlined it: "Widmark, Top Cast in 'Trap'".....JOURNAL-AMERICAN called it "...smartly made melodrama for the action fans....the scenery contributes a good deal to the tense mood....the film is kept moving along at a lively clip.." .....NEW YORK POST classified it as having "..intensity of the sort that can only be supplied by Richard Widmark and Lee J. Cobb".....THE WORLD-TELEGRAM said that "....the chase sequences are hazardous, strenuous and excitingly rewarding...."

CONTINUED FROM PAGE 6

to go over their quota for the HUGH OWEN - SHORT SUBJECT DRIVE in March. Good luck boys!

We welcome back from vacations: "Andy" Anderson and his Mrs. who had a delightful time in Ohio. However, they were glad to get back to our warmer weather. Mr. and Mrs. King Trimble from their vacation in Mexico. Unfortunately, King's wallet was stolen, but other than that they had a wonderful time.

James Henry - booker - left us the early part of January for another position and we all wish him the very best in his new field. He was replaced by Jack Voorhies. Welcome to Paramount Jack.

A son - Kenneth Martin Snyder - was born to Rosalind and Willard Snyder, daughter and son-in-law of Esther Richter, Mr. Stevenson's Secretary, who hopes to see all three before they leave for a two-year tour of duty in Turkey. They presently reside at Portsmouth, Rhode Island.

Birthday greetings are extended to Jack Hurley - Office Manager - George Carmone, Miky Shanberger and Patricia Suggs (daughter of Daisy Kehoe, our Ledger Clerk). We all wish them many more to come.

Going down Market Street, Valentine shopping, Arnold Lavagetto - booker - saw our girls Mirry Gilbert, Oriette Philpott, Jessie Cole and Ruby Silverman trying to push their way back to work through the throng waiting to buy their tickets for "The Ten Commandments," at the Crest Theatre.

--Esther Richter

WASHINGTON Mr. John Moore, our Division Manager, visited the Washington Branch and conducted a meeting, apprising us of the new product and the "Golden Opportunity Contest". We are looking forward to a successful season with such releases as "Geisha Boy", "Buccaneer", "The Trap", "The Tempest", "The Black Orchid", and "Thunder In The Sun."

Ruth Smith, Branch Manager's Secretary, at last has reached a much sought for goal in becoming a "home owner". The Smith trio, Ruth, Jimmy and daughter Diana, have moved in and are busy decorating and furnishing.

Halsey Raines, Home Office Exploitation representative, is busily engaged in exploiting and publicizing "The Black Orchid" prior to its opening at the Playhouse, Washington, D. C.

Two of our former employees were in to see us in the last few weeks - Mrs. Marie Rutter, who is now working for 20th Century-Fox; and Mrs. Josephine Evans, who is working for the U. S. Government. We were delighted to see them, and wish them well in their new positions.

--Bill Fischer



KANSAS CITY SNAPSHOTS

First we have the Shipping and Inspection department, with Daisy Zeh and Edith Treadway in front, and Esther Coldwell, Bob Jackson, Johnny Cobb and Elsie Warner standing. Centre shot is of Office Manager-Head Booker Tom Gooch. At right, Mary Neff, Branch Manager's Secretary, and Booker Irma Woods demonstrate what happens when it's "Ten minutes for lunch and thirty minutes for ping-pong."

KANSAS CITY Welcome to Bob Cloughley, City Booker, who recently returned to the Paramount Family after spending two years with Uncle Sam.....Congratulations to our Booking and Sales Departments for finishing in number one position on features and number three on features and shorts combined during Booker-Salesman Month.....Our salesmen are busy working with the drive-ins now that we are again approaching the drive-in season.

Congratulations to Edith Treadway, Head Inspectress, who recently celebrated her 25th anniversary with Paramount.

We are very happy to have Division Manager Tom Bridge visiting our branch. Screening of "Tempest" February 9 was a great success in spite of heavy rain and icy streets ....."The Buccaneer" and "Geisha Boy" lived up to our expectations first-run Kansas City - BIG! BIG! BIG!

-- Mary Neff

INTERNATIONAL PERSONALITIES IN THE PARAMOUNT SCENE

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AUCKLAND, New Zealand - Robert L. Graham, Managing Director for Paramount in Australia and New Zealand, at right, with Stanley H. Craig, General Manager for New Zealand. They are shown at the meeting held by Mr. Graham in the Trans Tasman Hotel, at which the exhibitors and press of the Dominion were told of Paramount's Affirmation of Faith in the future of the motion picture industry.



TEL AVIV, Israel - At Paramount's Affirmation of Faith Meeting, Manager L.K.Koch, at right, gives a welcome to Dr. Gorbi who, in addition to being manager of Tel Aviv's Cinema Tamar, also is the Chairman of the Cinema Owners Ass'n of Israel. At the end of the meeting, Dr. Gorbi congratulated Mr. Koch on "a most successful and enlightening meeting," and asked that his thanks be conveyed to Paramount's Head Office in New York.

RIGHT

SYDNEY - Managing Director Robert L. Graham and Mrs. Graham aboard the Matson Liner "Monterey" as they returned here from New Zealand, where Paramount's head in Australia and New Zealand delivered the internationally renowned Affirmation of Faith message to the industry.



SINGAPORE - Two who are vitally connected with the making of "The Mountain Is Young" into a big and important Paramount picture, drink a toast to the success of the undertaking..... They are Miss Han Suyin, author of the momentous novel, and Edward Dmytryk, director of the film which will be made in the actual locale of the story, the rugged and beautiful Nepal.

The toast was made in the Singapore home of Loke Wan Tho, head of the Cathay Organisation.



DJAKARTA - During his visit to Indonesia, Paramount International President J.E.Perkins met a number of the top exhibitors. Here Paramount General Manager Cornelius Vlug (centre) is introducing him to Mr. Tinny Loa, Chairman of Associated Cinemas and owner of the Globe Theatre here, the only air-conditioned cinema in Indonesia.





TOKYO - En route to Nepal in connection with preparations for filming "The Mountain Is Young," Luigi Luraschi, left, is welcomed to Japan by Paramount General Manager N. Metori. (Other members of the party are shown meeting the press - Page 25).



HOLLYWOOD - On the set of her newest Paramount picture, "Heller With A Gun," Sophia Loren acts as guide for Captain Karl Gunnar of the Swedish national training ship "Alvsnabben." The Captain and his officers toured the studio and witnessed work on a number of productions.



ATHENS - Savas Pylarinos (above) Paramount's progressive and enterprising agent in Greece, has been honored with election to the Board of the General Council of the Greek Organization for International Trade and Finance Relations. This is a high honor for Mr. Pylarinos, since this Board consists of some of the most outstanding and important business men of Greece.



NEW DELHI, India - Dr. S. Radhakrishnan, Vice-President of India, receives an official call from James E.Perkins, President of Paramount International, and Mrs. Perkins, during their visit to India's capital.



BANGKOK - Prior to their being received in audience by His Majesty the King of Thailand, Mr. J.E.Perkins (centre) and Mr.S.A.Henriksen(left) converse with Major General Prince Murathapisek Sonakul, aide to the King.



HOLLYWOOD - Eric Hotung, eminent Hongkong film exhibitor and industrialist, and Mrs. Hotung visit the set of "But Not For Me" on their way back to the Orient, and meet Clark Gable. Mr. and Mrs. Hotung were married in New Jersey last month and have been touring the United States on their honeymoon.

HONGKONG - During his recent visit here, Paramount International president, James E.Perkins (right) renewed old ties of friendship with Mr. James Tsoi, executive of the Princess Theatre. Looking on is Paramount Manager H.S.Moh.



PRODUCT IN FACT

A Panorama of Upcoming Para
Already on Film...Some Read



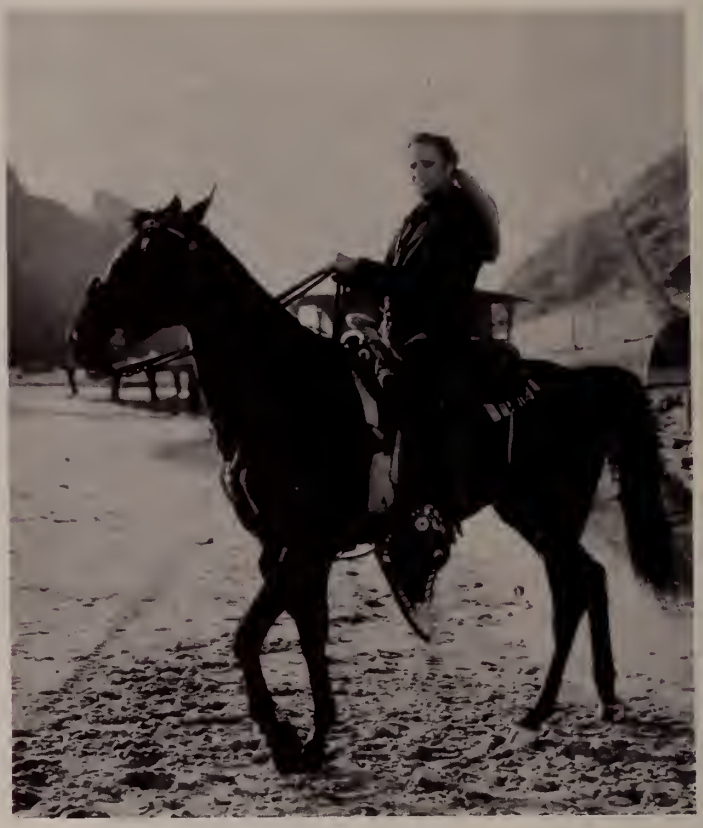
BUT NOT FOR ME

The title of the picture could very well be what Clark Gable is saying to Carrol Baker in this scene from the new Perlberg-Seaton comedy drama of the Broadway world. Looking on is Tom Duggan. Walter Lang is the director of "But Not for Me."

DON'T GIVE UP THE SHIP

Jerry Lewis appears to be going right back into history for a precedent befitting the admonition implied in the title - "Don't Give Up the Ship." Director Norman Taurog appears just as perplexed - but the picture has emerged as straight comedy, a laugh a second.

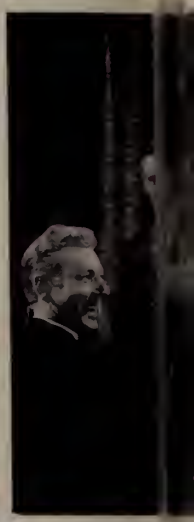




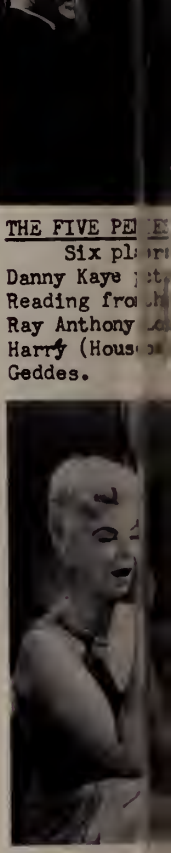
BRONCHO-BRANDO

A Marlon Brando the world has never before seen emerges in "One-Eyed Jacks. He's a lover, a rider, a marksman -- and he has a philosophy about women that's going to be discussed clear around the world.





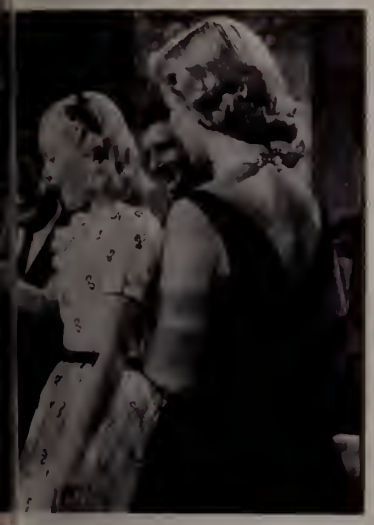
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hose performances make this completely unforgettable. eft, they are -- Danny Kaye, Armstrong, Thursday Weld, Guardino and Barbara Bel



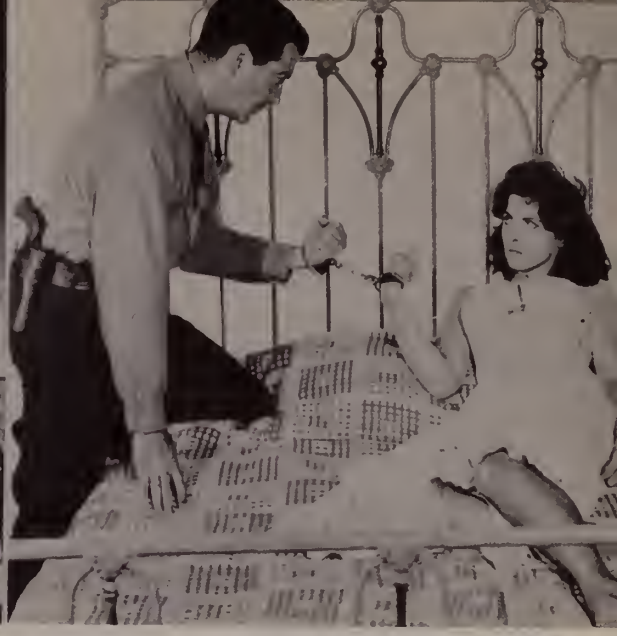
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particular scene it is 'That k' which makes this a spark- enjoyable film. Sophia Loren eboat' performance with this a, aided by blonde Barbara and also Tab Hunter, George n Wynn. Picture was filmed en- background of New York City.

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sual comedy melodrama, Sophia rprising and courageous owner avelling players who has the Greek plays in the California th both comic and tragic res- vident from Anthony Quinn's al embarrassment.





THE HANGMAN

It's the job of Robert Taylor as a sheriff in THE HANGMAN to see that Tina Louise, believed guilty of murder, doesn't get away from the law. So everywhere that Tina goes, Robert goes too. Just how comprehensive and exacting this commitment is, is shown by these two scenes. They are representative of the exacting price one might be called upon to pay because of conscientiousness - even in enforcing the law.





THE JAYHAWKERS

Jeff Chandler and Fess Parker (right) are off on a hanging party. But whether Jeff will hang Fess, or Fess will hang Jeff -- or they'll both hang somebody else, or be hung by that individual -- remains to be seen when you see the completed version of this dramatic Western. At that time, also, you'll see the very lovely Nicole Maurey as a French immigrant they're both very much in love with.

A TOUCH OF LARCENY

Vera Miles, who was so lovely and talented in "Beau James," co-stars with George Sanders and James Mason in this Ivan Foxwell thriller now being made in England.

If I had my life to live over again, I would have made a rule to read some poetry and listen to some music at least once a week; for perhaps the parts of my brain now atrophied would thus have kept active through use. The loss of these tastes is a loss of happiness and may possibly be injurious to the intellect, and more probably the moral character, by enfeebling the emotional part of our nature.

-Charles Darwin



HOLLYWOOD - In a reversal of precedure, Miro Brunetti, an Italian film correspondent resident in Hollywood, has the features of the Paramount studio pointed out to him by visiting Alberto Lattuada, director of the Dino de Laurentiis Paramount production,"Tempest."

Hank Mann, one of the original Mack Sennett "Keystone Kops," returns to motion pictures with a comedy role in "Don't Give Up the Ship," Jerry Lewis' current comedy.



Being a perfectionist as a producer, Dino De Laurentiis has always studied every camera angle of each of his productions. And here he is aloft with the camera just before the big cavalry charge in "Tempest."



NEW YORK CITY - Dino De Laurentiis works tirelessly to make sure that the entire world knows about "Tempest." Here, in his special office in the Paramount Building, he discusses the great picture with Marco Napoli, of the eminent American-Italian newspaper, "Il Progresso."

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In tutto il mondo fervono i preparativi per l'uscita di LA TEMPESTA

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Uno degli eventi cinematografici più importenti dell'anno sarà le presentezione de parte delle Peremount delle grandiose pellicole LA TEMPESTA realizzeta da Dino De Laurentiis. Questo colosso dello schermo è già uscito nei principali teatri d'Italie dove he dato prova di essere il più fenomenale successo di cassetta che si sie visto da enni. E' un film imponente sotto diversi aspetti, cioè per interpretazione, magnificenza spettacolare, drammaticità dell'azione, e la sua imminente apparizione negli Stati Uniti e Canadà è state preceduta de une delle più intense e indovinate campegne pubblicitarie vedute in questi ultimi anni. Di tale campegne troverete molti particoleri in questo numero, ed eltri ne seguiranno di giorno in giorno e di settimana in settimene.

Mentre il mese scorso vi abbiamo semplicemente dato il triste annuncio del decesso di Cecil B. DeMille, non vogliamo mancare questa volte di riportervi quelcuno dei tributi più significstivi resi elle memoria di questo grande animatore della cinematografie che, attreverso le sue immortali pellicole, tanto ha contribuito all'affermazione del prestigio della Paremount in tutte le parti del globo. Migliaia e migliaie di messeggi sono piovuti e Hollywood de tutti gli angoli del mondo, un mondo già cosciente che durante le nostre generezioni sarà difficile se non impossibile poter evere un eltro DeMille.

Nei nostri Studi si ste intento lavorando elecremente per la realizzazione di quelle che sono stete le promesse contenute nei veri measaggi di Affermazione di Fede trasmessi in tutto il mondo. Soltento e Hollywood, evevamo questo mese nientemeno che cinque grendi pellicole in levorazione, mentre altrove si stanno girendo o si girerenno presto eltri film Paramount, come ed esempio THE MOUNTAIN IS YOUNG che sarà ripreso in Nepel. Una prima unità di tecnici e funzioneri di produzione si trove infatti ettualmente sul posto per l'elaborazione di tutti i pieni e preperativi necessari onde le pellicole possa endere in levorazione el momento propizio, cioè in ottobre nell'intervello tre le stegioni dei venti.

Il Vice Presidente della Paremount Pictures George Weltner è steto impegneto quasi tutto queste mese in un giro d'ispezione in Americe Letine. Ha lasciato Nuove York il 29 Genneio per Caracas e Rio de Janeiro. Troverete qui



Although Anthony Franciosa is now back in Hollywood already at work in the Hal Wallis production of "Career," we feel that we cannot pass up this lovely shot of him made with Anna Magnani in Rome a few months ago. Picture was taken at the time when Anna's "Wild Is the Wind" was receiving international acclaim,and Tony happened to be there making a picture for another company.

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quelche fotografie sul suo arrivo nelle suddette città. Il direttore divisionale, Henry B. Gordon, ha accompagnato Mr. Weltner durante l'intero viaggio. A sua volte il sig.Gordon aveva appene completeto il proprio giro dell'Americe Letine per le riunioni reletive alle note Affermazione di Fede.

Un ottimo esempio dell'importenza e valore che in qualsiasi parte del mondo ha una buone campagne pubblicitarie ci è stato offerto del film di Alfred Hitchcock, VERTIGO. Abbiamo ricevuto une quantità di materiele che etteste lo splendido lanciamento che il film he evuto in Inghilterre, Frencia, Svezie, Belgio, Austrelie, Svizzera e diversi eltri peesi. E ciò che più conte è che in ognuno di questi casi lo sforzo pubblicitario è steto coronato del più pieno successo d'incassi. Abbiemo anche ricevuto delle belle fotografie di Hitchcock della Svizzere, di cui pubblichiamo qui quelcune.

Abbiemo finalmente evuto il bene di vedere il tento atteso nuovo lavoro di Danny Keye, THE FIVE PENNIES, e vi diciamo che non poteve devvero essere più bello. Proprio uno di quei film che fenno ridere fino elle lacrime me che anche commuovono. Un film che non si potrà dimenticere.

Cable to JAMES E. PERKINS
from JOHN B. NATHAN

"VERTIGO" RELEASED PARIS FRIDAY JANUARY 30 BROKE ALL-TIME THREE-DAY NON-HOLIDAY RECORD PARAMOUNT THEATRE GROSSING 6,340,000 FRANCS VS "MAN WHO KNEW TOO MUCH" 4,563,000 FRANCS. ELYSEES AND BYRON CINEMAS ON CHAMPS ELYSEES SIMILARLY BROKE RECORDS GROSSING 4,720,000

CONTINENTAL EUROPE HAS KEPT THE NEWS CAMERAS CLICKING....



PARIS - Alfred Hitchcock always is good copy for the Paris press, and his 'press parlay' at the Hotel Plaza Athenee on January 8th was no exception, especially since so much of the conversation was devoted to "Vertigo," which is about to have its French premiere. "Hitch" always demonstrates -- and here he shows how he 'frames' a tense situation.

Late last month, at the request of King Baudoin of all the Belgians, a screening of "Vertigo" was held at the Palace of Laeken in Belgium for him and other members of the Royal Family.

In recent months they have also seen "The Ten Commandments" and "The Trouble With Harry," which fact indicates the wide diversity of their interest.



CONGRATULATIONS ON PROMOTION

PARIS - Mrs. Odette Ferry is congratulated by John B. Nathan, General Manager of the Continental Division on her promotion to the position of Assistant to the European Publicity and Advertising Manager. At left is Charles Juroe, European Publicity and Advertising Manager.





LISBON - Another group of notables photographed at the recent premiere of "The Ten Commandments" at the Cinema Império. From left to right: Mr. José Coelho Gil (Administrator of the Império), Dr. Baltazar Leite Rebelo de Sousa (Under Secretary of State for National Education), Dr. César Moreira Baptista (Secretary of State for Information), and Paramount Manager Emilio Prister.

Tel Aviv Meeting

One of the final Affirmation of Faith meetings held was that of Israel Manager L. Koch in Tel-Aviv late last month. It possessed all of the vitality and enthusiasm of the meetings held elsewhere in the world. Shown above from l. to r.: Manager L.K.Koch; Mrs. Itzhacki, Cinema Peer of Tel-Aviv; Mr.Yellin, Gen'l Sec. of Cinema Owners Ass'n of Israel; Mr.Adolph Guth, Cinema Yaron, Tel-Aviv; Dr.Gorbi, Chairman,Cinema Owners Ass'n, and Manager of Cinema Tama, Tel-Aviv; Miss Rachel Kantarowitch, Cinema Zion, Jerusalem; Mr. Jacques Angel,Cinema Ophir, Tel Aviv; Mr. Chissick, Cinemas Armon, Orly, Endor of Haifa, and Chen, Tel Aviv; Mr.Krachevsky, Cinema Peer, Tel Aviv; Mr. S.Illan, Cinema Maxim, Tel Aviv; Mr.Atzlan, Cinema Argaman, Tel Aviv.



Paramount Unto Paramount

On the colorful letterhead of Savas A. Pylarinos, distributor of Paramount Pictures in Greece, appears this very apt slogan:

A PARAMOUNT PICTURE CAN BE SURPASSED ONLY BY ANOTHER PARAMOUNT PICTURE

The letterhead also carries a massive Paramount Trade Mark as a tinted background.

GOTHENBURG, Sweden - Extremely realistic showmanship on the part of the release theatre here, inspired by some of the sequences of "Vertigo," created excitement among the populace and brought out the police,ambulances and the fire brigade. Thousands called in by phone to "save the man" who was dangling from the roof of the theatre.

"The Black Orchid" is spotlighted in a sizeable photo layout in Life Magazine for February 23.

Report is titled "She Who Gets Slapped," and centers on the father-daughter relationship that sparks the drama starring Sophia Loren and Anthony Quinn and featuring Ina Balin. Praise of the film is included in Life's report.



COPENHAGEN - With the advent of "Funny Face" a few months ago, Paramount Manager John Aarshoj, and his Publicity Manager, Mrs. Anderson, determined to give the fine musical all possible assistance. They were successful in gaining a great many window displays in important establishments, of which the one in Kleinert's Music Shop (above) was an excellent example....



....another fine Copenhagen display was this one in the Fona Radio Shop on Vesterbrogade, which also featured the balloon theme so important a part of "Funny Face."

RIGHT

COPENHAGEN - One of the outstanding phases of the showmanship campaign on "Funny Face" here was the stunt of transporting 5 top Danish ballerinas to the Palladium Theatre in five Isetta cars to the accompaniment of immensely favorable, and very extensive, publicity.

Chief result: The Palladium had its best box-office results in 4 years.



HOLLYWOOD - In this naval scene, the only American sailor is the one being played by Jerry Lewis, in the uniform he wears in "Don't Give Up the Ship." All others in the group are real sailors - Swedish officers of the Swedish national training ship "Alvsnabben," which put into California for a visit. To the left of Jerry is Captain Karl Gunnar. (The group also visited the set of "Heller With A Gun," where they were made welcome by co-star Sophia Loren)

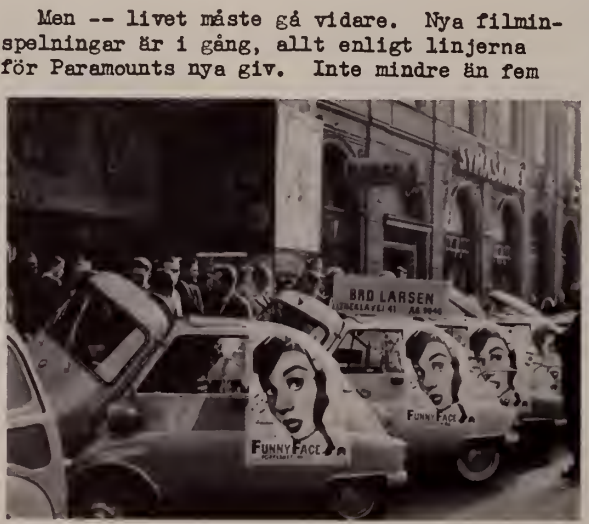
ÖVER HELA VÄRLDEN BEREDER MAN VÄG FÖR "T E M P E S T"

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En av årets höjdpunkter blir Paramount-premiären på Dino De Laurentiis storslagna filmverk "TEMPEST". I Italien, där filmen redan hunnit släppas ut, registrerar man fenomenala kassaresultat. "TEMPEST" är i flera avseenden en film som skiljer sig från mängden - detta gäller såväl rollbesättning, uppsättning som utformning och innehåll - och dess amerikanska framförande har föregåtts av en sällan skådad reklamkampanj, vari detta nummer ger en del inblickar.

Det tragiska budet om Cecil B. DeMilles frånfälle nådde oss förra månaden. Över hela världen har den store filmpionjärens bortgång väckt förstämning, varom mängden av kondoleanser vittnar. Hela den amerikanska filmindustrien har lidit en svår förlust. För Paramounts vidkommande är denna förlust oersättlig.

Men -- livet måste gå vidare. Nya filminspelningar är i gång, allt enligt linjerna för Paramounts nya giv. Inte mindre än fem





STOCKHOLM - Page 1 of the Svenska Dagbladet, one of the world's top newspapers, looked like this the day before last Christmas -- and all because of a piece of top showmanship on behalf of Alfred Hitchcock's "Vertigo." Picture headed "'Dramatik' pa hustak," and the accompanying half column report, tell the sensational story of how the city's entire interest was focussed on the Paramount thriller.

större filmer är under arbete i Hollywood, medan i andra delar av världen Paramountfilmer antingen som bäst håller på att inspelas eller förberedas. Det senare gäller till exempel "The Mountain is Young", som kommer att inspelas i Nepal, där just nu för handlingen lämpliga miljöer utväljas för filmningen i oktober, den rätta tidpunkten mellan monsunperioderna.

Paramount Pictures Vice President George Weltner har under större delen av månaden befunnit sig på resande fot i Latin-Amerika. Han lämnade New York med flyg den 29 januari med Caracas och Rio de Janeiro som mål, vilket framgår av fotos tagna vid ankomsten till respektive platser. Mr. Weltner åtföljs under resan av Latin-Amerikas Division Manager Henry B. Gordon, som helt nyligen gjorde en rundresa genom Latin-Amerika i syfte att bekantgöra Paramounts nya program.

För Alfred Hitchcock-thrillern "Vertigo" har Paramounts reklammakare överträffat sig själva i idérikedom. Vi ha fått in massor av strålande bevis på en utomordentlig lancering av filmen i England, Frankrike, Sverige, Belgien, Australien, Schweiz och många andra länder. I samtliga dessa fall avspeglar kassaresultaten effekten av kampanjerna, det är överallt toppresultat. Vi ha också lyckats få med i detta nummer några verkligt trevliga bilder av Hitchcock från Schweiz.

Till slut. Äntligen ha vi sett Danny Kaye-filmen "The Five Pennies", som vi länge varit så nyfikna på. Och vilken film är det inte. Spar edra tårar, både glada och sorgesamma dylika, för denna oförglömliga film.

"THE MOUNTAIN IS YOUNG" MOVES SEVERAL STEPS NEARER TO PRODUCTION IN NEPAL

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TAIPEI, Taiwan - En route to Nepal to launch preparations for the filming of "The Mountain Is Young," three members of the party visited here from January 14th to 17th. They were - Luigi Luraschi, representing the studio; Don Robb, unit company manager; and Tambi Larsen, scenic set designer. At the Free China Airport to meet them were Government Studio representatives and Paramount Exhibitors. The three days of visitation were occupied with press interviews, visits to Taiwan's film studios and to government offices, and an exhaustive survey of the colorful terrain of Taiwan.

At left, reading from right: Mr.Y.S.Chow-Cheng, President of Shin Sheng Theatre, a Paramount showcase; Andrew T. Fan, Paramount Taiwan Manager; Miss Chow, daughter of Mr. Chow; Mr. L. Luraschi; Miss Linda Fan, daughter of Mr. Fan; Mr.Don Robb; Mr. J. Larsen; Mrs. Fan; Miss L. M. Sheung; Mr. H.Chang, Manager, Central Motion Pictures Corporation, Government Studio and distributor.

At right is the press conference held at the Friends of China Club, and lasting for an hour and a half. Here Mr. Luraschi's party were introduced to 20 press representatives by Manager Fan. Great interest was manifested by the group, and a very fine press coverage resulted.



SINGAPORE - En route to Nepal, Director Edward Dmytryk and his wife (who is known professionally in the acting world of television as Jean Porter), were entertained at the beautiful home of Loke Wan Tho, head of the massive Cathay Organisation. Shown l. to r.: Mrs. Loke Wan Tho, Mrs. Dmytryk, Edward Dmytryk, Miss Han Suyin (author of "The Mountain Is Young"), and Mr. Loke Wan Tho.

RIGHT

BANGKOK - Arrival at Don Muang Airport. Seated: Mrs.Edward Dmytryk and Miss Charasri Sayasilpi, Thai movie star. Standing, l. to r.: Mr.Somphol, Movie & TV; Mr. Oab Tailanga, Paramount Accountant; Mr.Sanid, cameraman of the Darathai;Mr. Phairas Gasiwat, Editor of Movie & TV; Mr.Edward Dmytryk; Paramount Manager Chana Chaikijkarana; Mr.Teh Chongadikij, Bangkok Post; Mr. Robert Aurthur; Mr.Agsorn Chuapanya,Editor of Padungsil; Mr. Luigi Luraschi; Mr. Suras Pugaves, Editor of the Darathai.



TOKYO - Edward Dmytryk, who is to direct "The Mountain Is Young" in Nepal, is welcomed to Japan by General Manager N. Metori. Mrs. Dmytryk is at left, and Robert Aurthur, writer of the production, is in rear. At right is Paramount publicity director T. Ise.



SINGAPORE - Here two members of the travelling unit - Manager Don Robb, right, and art director Tambi Larsen, centre -- are met at the airport by Singapore General Manager Roy McAree.



HONGKONG - Going by sampan to the Taipak Floating Fish Restaurant in this port was one of the adventures of the unit en route to Nepal.In l. to r. order -- Manager H.S.Moh, Scripter Robert Aurthur, Director and Mrs.Ed Dmytryk and Luigi Luraschi.



We are moving forward at twice the speed of sound and half the speed of sense.
-Thomas Griffith



Tina Louise brings a searching, sultry seductiveness to her unusual role opposite Robert Taylor in "The Hangman."

A man who does not think and plan long ahead will find trouble right at his door.
-Confucius



The sequence in "Thunder in the Sun" of which this action by Jeff Chandler is a part, is the most unusual ever filmed.

The Catholic press of the United States, represented by 53 newspapers covering the American public from Rhode Island to Hawaii, gave prominent space to its list of "10 Best Films of 1958" picked by their Hollywood correspondent, William H. Mooring.

Paramount won the selection in the historical drama class for "The Buccaneer."



SALT LAKE CITY Above is a photograph of "our leader", Branch Manager Arnold Shartin, taken with the lucky man who won a set of encyclopedias in THE BUCCANEER contest, and John Krier of Intermountain Theatres, Inc. (The lucky man was not identified - ED). The pleasant expression on Mr. Shartin's face is not just for the picture, but is a reflection of his happy outlook on the future and his enthusiasm for Paramount product. We must tell you that Mr. and Mrs. Shartin have three very nice children. The girls in the office send their thanks and love to the Shartin Children for the lovely Christmas gifts.

Bert Turgeon has really been "strutting his stuff" since he returned from his vacation in Los Angeles. He has good reason, though, because he is a grandfather for the second time. This time it's a grandson! Congratulations!

Salesman Harry Swonson and his wife spent the Holiday period vacationing in San Francisco, Los Angeles and Las Vegas. Oh, for fun! Fun was had by all at the Christmas party held at Log Haven in picturesque Millcreek Canyon. There was plenty of food and orange juice.

It was nice to have Gene Jones, Our Montana salesman, in the office for a few days. We enjoyed having Gene here, but it wasn't necessary for him to bring that Montana weather.

--Boys and Girls of the Salt Lake Branch

DETROIT Congratulations to Marietta Feaser, Head Inspectress, who will celebrate her 40th year with Paramount on March 11th. We pay tribute to her as a person very devoted to her work and its importance.

It is very interesting to chat with her about the old silent pictures, the actresses and actors. She recalls old ones, such as "When Knighthood Was In Flower", Cecil B. DeMille's first picture, "The Squaw Man" and many other triumphs of the silent era. She has witnessed the birth of a motion picture company, its growth to what it is today, a bigger and better Paramount in which we are all very proud.

Jack Thompson, salesman missed a perfect score by six points while bowling in a Saturday night league. Better luck next time, Jack.

"Tempest" was screened on January 26th at the Madison Theatre. An early morning of zero weather resulted in rave notices. Van Heflin made an appearance at the screening and at a luncheon with the press. He secured fine stories in all local newspapers.

"Ten Commandments" opens March 4th, downtown at the Palms State Theatre for a re-run. The picture is set for re-runs at all Butterfield key Theatres in March.

They say "a man's best friend is his dog," which seems to be the case with Harold Rhodes, Office Manager. His dog is in hospital undergoing an operation to correct a crippled hind leg.

The weather here in Detroit has been very nasty for the past two weeks, the streets have been glazed with ice. At times we debated between ice skates and snow shoes as a means of getting to work on time.

--Clayton L. Hill

NEW ORLEANS The South is one place where you never know what the weather will do. Last year this time we had snow now the temperature is in the eighties. This made our Mardi Gras one of the best in years, which even a little rain could not stop. Jane McDonnell, one of our best Mardi Gras participants, rode a float in the parade and participated in the ball of the Krewe of Iris.

Division Manager Bradley held a meeting with Branch Manager Bill Holliday, Salesmen and bookers and advised that our drive this year would be titled "The Golden Opportunity Drive". Everyone is very enthusiastic in their planning for the drive to win points.

Mr. Hugh Owen will be honored in the month of March and everyone is pleased that Mr. Owen is now feeling better and they are all working like little beavers getting dates for this month Our summer line up of product looks really great with such pictures as "Tempest," "Black Orchid," "A Place in the Sun" and "Stalag 17."

We had a screening of "Tempest" at the Pit Theatre with Van Heflin present. Mr. Heflin

(Continued on Page 38)



DALLAS, Texas - Pleasant threesome at the Village Theatre here just prior to screening of "Tempest. At left is Miss Verlin Osborne, President of Women of Motion Picture Industry, Dallas Club; at right is Mrs. Grace Folsom, Public Relations Chairman of WOMPI, Dallas Club. In the centre is Van Heflin, whom this issue of Paramount World identifies rather positively as star of "Tempest."

Miss Osborne, it should hardly need to be mentioned here, is also Secretary to Division Manager Tom Bridge in the Dallas Branch.

WORLD-WIDE CAMPAIGNS FOR PARAMOUNT'S ALL-TIME-GREATEST PRODUCTIONS GATHER HEARTENING MOMENTUM

In large measure now, our efforts and accomplishments with Paramount's All-Time-Greatest productions become now our tribute to the memory of Cecil B. DeMille.... Especially with "North West Mounted Police," "Union Pacific" and "The Plainsman" foremost in the list.



BRISBANE, Australia - The long queue-line leading to the inside box-office of the Wintergarden Theatre here, with "North-West Mounted Police" as the major attraction.



Unforgettable is this scene in "Lives of a Bengal Lancer," as Franchot Tone plays for his life against the deadly cobra, and Gary Cooper thinks quickly of the best way to despatch the deadly snake.

A most interesting item in the showmanship portfolio on "The Plainsman" is an article by Cecil B. DeMille entitled

WHY I MADE "THE PLAINSMAN"

In view of the continuing world interest in Mr. DeMille, this is an item of which the fullest use will be made by those showmanship-minded Paramounteers who wish to achieve maximum success with their sale and distribution of this very colorful entertainment film.

One part of Mr. DeMille's statement should be set forth here as a guide. He says: "I do not choose an episode in history because it happened — I choose the subject because it is a good story - and I am a storyteller.



Ad sales on all of the productions listed for release in the All-Time-Greatest category are beginning to pour into Home Office from all parts of the world. Pictured above is one of the stills from the set produced in Frankfurt for "Lives of a Bengal Lancer." Posters also are of the very highest calibre.



This figure of a Bengal Lancer in full-dress uniform was created and cast by Alex Kiralfy, of Paramount International's Home Office force, and is authentic in every detail. Mr. Kiralfy is a renowned collector and authenticator of soldier models of all nations and all historical periods and has a most extensive and valuable collection. Photographs showing all four sides of this lancer are included in the showmanship kit for "Lives of a Bengal Lancer," one of the Paramount All-Time-Greatest productions.



GARY COOPER as he appears in "The Plainsman," one of the finest entertainment pictures Paramount ever made.

Who is wise? He that learns from everyone.
Who is powerful? He that governs his passions.
Who is rich? He that is content.
Who is that? Nobody.
-Benjamin Franklin



HAMBURG - This pylon in the Savoy Theatre (and its ultra-impressive Paramount trade mark), had full attention focussed on "The Ten Commandments" for a minimum of 12 weeks. This comprised four weeks in advance, plus the 8 weeks of the actual run of the film that had occurred when this photograph was made.
(The run of course continued for much longer.)



HOLLYWOOD - Frederick Porges, German film correspondent, is about to show Alberto Lattuada the sights of the film city. This was just immediately following the studio interview luncheon at which the director of "Tempest" had met the international film press.

SUPERB POSTERS

Five more examples of the truly wonderful poster art from Paramount's showmanship experts in Frankfurt. Reading from the left the one-sheets are for "St. Louis Blues," "Teacher's Pet," "King Creole," another one for "St. Louis Blues," and "Maracaibo."



KARLSRUHE - This is the Resi-Theatre, which last month celebrated its 50th Anniversary, and began its Fifty-first year of entertainment service to the citizens of this city by presenting Anna Magnani in "Wild Is the Wind." It goes without further saying that the Paramount drama was a great success.

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DIE GANZE WELT BEREITET SICH AUF DAS ERSCHEINEN DES FILMES "TEMPEST" VOR

Eines der groessten Filmereignisse dieses Jahres wird Paramounts grosse Dino De Laurentiis-Produktion TEMPEST sein. In Italien ist dieser gigantische Film bereits gezeigt worden, und zwar mit Kassenerfolgen, wie sie seit Jahren nicht mehr erzielt wurden. Dieser Film ist in verschiedener Hinsicht hervorragend - Besetzung, Schauspiel, Handlung und Drama. Und seinem bevorstehenden Erscheinen in USA und Kanada ist wohl die intensivste Propaganda- und Werbekampagne der juengsten Vergangenheit vorausgegangen. Wir bringen in dieser Ausgabe einige Einzelheiten ueber diese Kampagne, die Tag fuer Tag und Woche fuer Woche erweitert wird.

Im vorigen Monat brachten wir die schlichte, traurige Botschaft vom Hinscheiden Cecil B.deMilles. In diesem Monat geben wir Ihnen einige der bedeutendsten und bemerkenswertesten Ehrenbezeugungen bekannt zum Andenken an diesen grossen Mann, der so wesentlich dazu beigetragen hat, Paramount zu Ruhm und Ansehen in der ganzen Welt zu bringen. Aus allen Teilen der Welt stroemten die Beileidsbekundungen nach Hollywood. Ueberall weiss man, dass wir in unserem Leben nie wieder einen Menschen wie Mr. deMille erleben werden.

Inzwischen machen Paramounts Produktionsarbeiten gute Fortschritte, und zwar in grossem Stil, wie sie in der Vertrauensbotschaft, die um die ganze Welt getragen wurde, zum Ausdruck kamen. In Hollywood sind in diesem Monat fuenf grosse Filme in Bearbeitung, waehrend in anderen Teilen der Welt Paramountfilme gedreht werden oder die Vorbereitungsarbeiten begonnen haben. Zu den letztgenannten Filmen gehoert THE MOUNTAIN IS YOUNG. Er wird in Nepal gedreht. Eine Produktionsmannschaft ist z.Zt. dort, um die Szenerie fuer die Dreharbeiten, die im Oktober vorgenommen werden sollen, vorzubereiten. Oktober ist der richtige Monat, bevor die Monsunwinde wieder einsetzen.

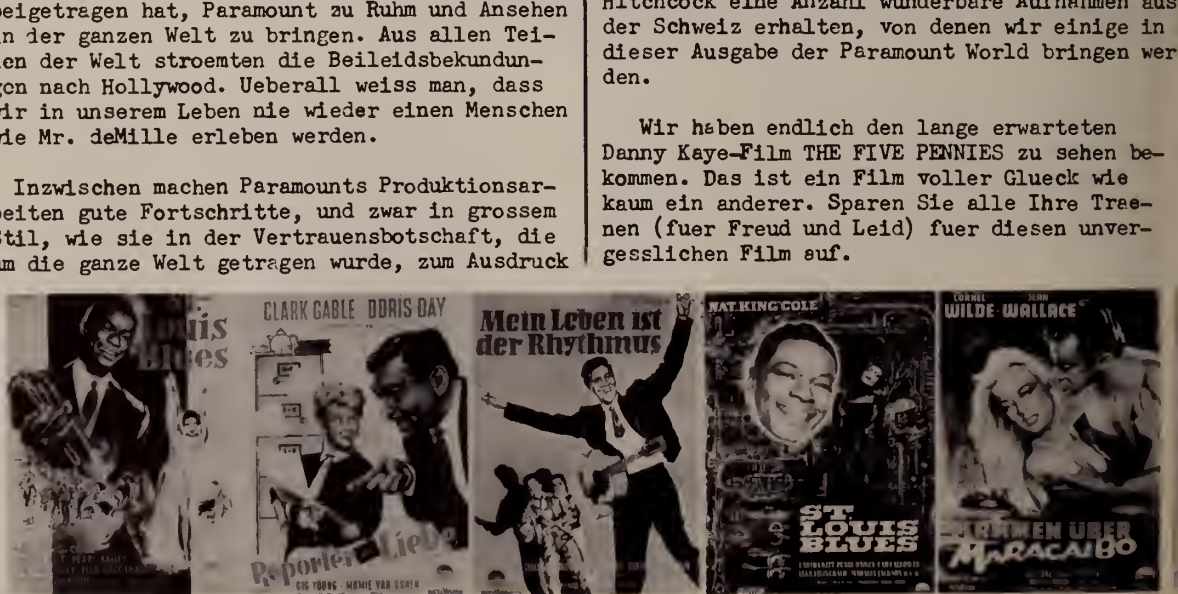
Waehrend des groessten Teiles dieses Monats war der Vice President von Paramount Pictures, Mr. George Weltner, auf einer Geschaeftsreise in Lateinamerika. Er flog am 29. Januar von New York nach Caracas und Rio de Janeiro ab. Wir haben einige Bilder von seiner Ankunft in diesen Staedten. Der Leiter der Lateinamerikanischen Abteilung, Mr. Henry B. Gordon, begleitet ihn auf dieser Reise. Mr. Gordon hat gerade kuerzlich seine Rundreise durch die lateinamerikanischen Laender beendet, auf der er die Vertrauensbotschaft von Ort zu Ort trug.

Die wunderbare Uebereinstimmung der Propaganda- und Werbetaetigkeit in der ganzen Welt wurde durch Alfred Hitchcocks Reisser VERTIGO bestaetigt. Wir haben ausgezeichnetes Material aus der Werbetaetigkeit fuer VERTIGO in England, Frankreich, Schweden, Belgien, Australien, Schweiz und verschiedenen anderen Laendern der Welt. In jedem Falle waren grossartige Kassenerfolge zu verzeichnen. Wir haben von Hitchcock eine Anzahl wunderbare Aufnahmen aus der Schweiz erhalten, von denen wir einige in dieser Ausgabe der Paramount World bringen werden.



HOLLYWOOD - During a reception in honor of his completion of "Tempest" and the start of his next film, Dino De Laurentiis chats with Alfred Hitchcock....Truly a study of spectacle and suspense.

Wir haben endlich den lange erwarteten Danny Kaye-Film THE FIVE PENNIES zu sehen bekommen. Das ist ein Film voller Glueck wie kaum ein anderer. Sparen Sie alle Ihre Traenen (fuer Freud und Leid) fuer diesen unvergesslichen Film auf.



PARAMOUNT PERSONALITIES IN THE NEW YORK SCENE



When Tina Louise arrived in New York by air for personal appearances in connection with the release of "The Trap" - and to speak about her work in "The Hangman," she was escorted into the airport informally by a couple of naval personnel who insisted on exclaiming "Don't Give Up the Ship," thus indicating that while they did get their titles a bit mixed, their thoughts remained Paramount.





New York Critics on "The Black Orchid"

* * * *

The great human interest qualities of this particularly fine picture were fully appreciated by the discriminating New York film critics. Here are some typical excerpts (and it should be noted in passing that virtually every critic paid particular tribute to the unforgettable 'proposal' scene between Anthony Quinn and Sophia Loren):

The Daily News, awarding the picture 3½ stars, said: "Sophia Loren, in the title role, does the best acting of her career".....The New York Herald Tribune wrote of "...the music's considerable effect on the emotional impact of the picture".....The New York Journal American regarded it as "an intelligent, absorbing drama of family conflicts...it emerges as an honest attempt to build character and to show the interplay of human emotions"..... and The Daily News said that the picture "has been astutely directed by Martin Ritt."

When you see Sophia Loren and Tab Hunter in "That Kind of Woman" it will be better than a trip to New York, for you'll see more of New York City in this one than you possibly could see in a trip of your own. Like the scene at top in a little park in the vicinty of the financial district; or the scene directly above of Sophia and Tab aboard a Staten Island ferryboat being directed by Sidney Lumet.





This was the invitation to the special press preview in New York City when "Last Train to Gun Hill" evoked such an electrifying response from a most critical audience. A similar screening was held the same evening at the Screen Directors Guild Theatre in Hollywood, and produced the same wonderful response.



"That Kind of Woman" was filmed in many noted spots around New York City. This scene was made at the Tavern on the Green outdoor cafe in Central Park. Pictured are Sophia Loren and blonde Barbara Nicholls, with Tab Hunter at left, and Keenan Wynn.

LEFT

The locale of Clark Gable's "But Not For Me" is New York City throughout -- and that's the background of this scene in which Clark and one of his two leading women - Lilli Palmer - are featured. Look closely at the background and you'll see a couple of clues to New York City as clinchers.

All great discoveries are made by men whose feelings run ahead of their thinking.
-C.H.Parkhurst



Susan Hayward is a pert and pretty Basque wife in "Thunder in the Sun" — but she can also be a fighting tigress when her way of life is challenged by Jeff Chandler.



No mere cowboy quarrel faces Kirk Douglas and Anthony Quinn in this scene from "Last Train From Gun Hill." This is a bitter fight to the death. The picture was previewed in New York last week to an electrifying reaction. "Definitely better than 'Gunfight at the O.K.Corral' was the decision."

He who will not when he may, may not when he will.
-John of Salisbury

DE HELE WERELD BEREIDT ZICH REEDS OF "TEMPEST" VOOR.....

Een van de grootste filmgebeurtenissen van dit jaar zal ongetwijfeld de Paramount release zijn van de kolossale Dino De Laurentiis productie "Tempest". Deze film is reeds in Italië uitgebracht en heeft bewezen daar het meest phenomenale kassa-succes sinds vele jaren te zijn. Zij verheft zich in vele opzichten boven andere films -- rolverdeling, schouwspel, actie en drama -- en haar aanstaande release in de Verenigde Staten en Canada is voorafgegaan door de meest intensieve publiciteitscampagne van de recente geschiedenis. Vele bijzonderheden, op deze campagne betrekking hebbende, worden in dit nummer gepubliceerd, en deze zullen nog van dag tot dag en van week tot week aangevuld worden.

Vorige maand plaatsten wij het simpele, droevige nieuws van het overlijden van Cecil B.DeMille. Deze maand maken wij melding van slechts enkele van de bijzondere en opmerkelijke eerbewijzen, betoond aan de nagedachtenis van deze grote man, die zulk een belangrijke rol speelde in de opbouw van Paramount's prestige over de gehele wereld. Eerbewijzen zijn bij duizenden in Hollywood binnengestroomd uit alle delen van de wereld -- een wereld die reeds weet, dat wij, tijdens ons leven, nooit meer iemand van de grootheid van Mr.DeMille zullen kennen.

President Eisenhower Sees "The Buccaneer"

WASHINGTON, D.C. — President and Mrs. Eisenhower and a small party of dinner guests, including Ambassador to Great Britain John Hay Whitney and Mrs. Whitney, viewed Paramount's Cecil B. DeMille presentation, "The Buccaneer," at the White House on the evening of Friday, January 30th.

Ondertussen gaan de Paramount productie krachten gestadig voort de belofte, gedaan in de "Affirmation of Faith", gestand te doen. Deze maand zijn er vijf belangrijke films in Hollywood in productie, terwijl op verschillende plaatsen in de wereld andere Paramount films worden opgenomen, of voorbereidingen voor de productie daarvan worden gemaakt. Een toepasselijk geval, wat deze laatste films betreft, geldt "The Mountain is Young", welke in Nepal wordt opgenomen. Een productie unit is daar thans om alles voor de opnamen in gereedheid te brengen, welke in October zullen starten, de meest geschikte tijd nl. tussen de moesson seizoenen.

Het grootste deel van deze maand zal Paramount Pictures Vice President George Weltner in beslag genomen worden door een reis door Zuid Amerika. Hij verliet New York op 29 Januari per vliegtuig naar Caracas en Rio de Janeiro, en wij plaatsen enige foto's van de aankomst in deze beide steden. Hij wordt op deze reis vergezeld door de Zuid Amerikaanse Division Manager Henry B.Gordon, die kortgeleden reeds geheel Zuid Amerika heeft doorgereisd in verband met de "Affirmation of Faith" meetings.



THE DIRECTOR IS WALTER LANG

....The picture is "But Not For Me," and the lady of considerable charm being directed by Mr. Lang is the international favorite, Lilli Palmer. In this hilariously diverting film she plays the wife of Clark Gable; or, to be more precise, an ex-wife who just won't stay ex-d.

Voor de prachtige showmanship over de wereld dient Alfred Hitchcock's thriller "Vertigo" zeker als voorbeeld. Wij hebben reeds vele voorbeelden van zeer fraaie publiciteitscampagnes voor "Vertigo" ontvangen uit Engeland, Frankrijk, Zweden, België, Australië, Zwitserland en uit vele andere delen der wereld. En in alle gevallen hebben deze publiciteitscampagnes steeds schitterende kassa-resultaten tot gevolg gehad. Wij hebben ook enige aardige foto's van Hitchcock uit Zwitserland ontvangen, waarvan een paar in dit nummer afgedrukt zijn.

Thans nog even een paar woorden over de Danny Kaye film "The Five Pennies". Dit is beslist de "grootste geluk" film, die wij ooit gezien hebben. Bewaar al Uw tranen (die van vreugde en verdriet) voor deze welhaast onvergetelijke film.

Carries Forward a Cecil B. DeMille Work

HOLLYWOOD -- The work begun by Cecil B. DeMille on the documentary film, "Land of Liberty," to bring the pictorial story of America up to the present, will be completed by Henry S. Noerdlinger, longtime associate of DeMille, who has been retained by Teaching Films Custodians, Inc., for the assignment. Noerdlinger, author of "Moses and Egypt," was research director on "The Ten Commandments."

The documentary, filmed in 1939 to be shown at the World's Fair in New York, covered the decades from colonial times to 1938. New work will cover the years from 1939 to 1959. Both portions of the film, the original and the additional, represent participation of the entire film industry.

TIMES SQUARE SPOTLIGHT ON HOME OFFICE NEWS & PICTURES

There were two holidays this month - a half on February 12, Lincoln's Birthday, and a whole on February 23, Washington Birthday, giving everyone a three-day weekend.

Linda Salzberger is undergoing eye tests in the hospital. Everyone wishes that she'll be back soon.....Cecil Morone, Ralph Rosello, Max Fuchs and most of last month's casualties are back with us again.

There were two new arrivals this month. Mary Butler, who worked in the Tenth Floor Publicity Department several years ago, has a baby girl named Francesca. She arrived on January 29, weighing 6 lbs., 9¼ ozs.....Irene Goldstein, formerly of the Eleventh Floor Publicity Department has a baby boy; name - Stephen Barry; weight - 8 lbs., 4 ozs. He too arrived the end of January.

Marguerite Bourdette travelled from Domestic to Foreign Sales on the Tenth Floor. With her in Milton Goldstein's Department is a newcomer - Ellen Quinn. This is Ellen's fourth week here.

The people in Mr. Morgan's Department had a visit recently from Gino Campinola, a former employee, who left Paramount two years ago to enter service. He is now an ex-soldier and he hopes to get his old job at Paramount back soon.

Marilyn Michaels left her job at Paramount the end of last month. Replacing her as Mr. Pickman's secretary is Barbara Herburger of the same office.

Ann De Leonardis reports that she has joined the Jerry Lewis Bowling Team. The news probably made Bob McKeown, who is always in search of new bowlers, very happy.....Steve Clug was down at Miami Beach, Florida for a few days, suntanning and vacationing on a long awaited trip.

News and photographs are always welcome in Room 1010.

-Helen Kwartler



A FASHION NOTE FOR THE LADIES

If you have read Han Suyin's "The Mountain Is Young," which Paramount is making into a glowing and wonderful picture in Nepal, you'll be interested in this quartette. The three men are - Tambi Larsen, art director of the picture; Don Robb, unit company manager; and Robert Aurthur, writer of the picture's script. They are in Singapore in this photo en route to Nepal.

The lady (and this is where the fashion note comes in), is Han Suyin herself. She is wearing a halter neck sheath dress made from genuine native sarong from Kelantan, Malaya, with small shoulder coat and collar to match.



TIRED BOWLERS: Shown above are four members of the Charlton Heston Bowling Team, which represented Paramount at the Journal-American Tournament, January 17. L. to R., they are Helen Coleman, Marilyn Bettinger, Sue Dorman and Kay Burke. Mary Brady took the picture.



GET READY, GET SET, BOWL! This is Marilyn Bettinger preparing to pitch the ball down the alley for a hopeful strike. She appears confident and intent on winning. Posing for this snapshot under the weight of the ball doesn't seem to disturb her at all.

VAN HEFLIN DOES AN ACE JOB OF TELLING THE NATION ABOUT "T E M P E S T"



CHICAGO - Van Heflin is assured by Harry Balaban, of the H. and E. Corporation, that there's going to be a most representative attendance for the Chicago special showing.



DETROIT - Van got plenty of assurance in this driving city that there will be plenty of power packed into the distribution of "Tempest." from left: Salesman Jack Thompson, Van Heflin, Sales Manager John Gentile, Tom Duane, Branch Manager; Salesman Ken Guibord.



DETROIT - Harold Brown, president of United Detroit Theatrs, congratulates Van Heflin on a wonderful performance in "Tempest," and predicts wonderful success for the mighty film.



JACKSONVILLE - Group pictured during presentation of "Tempest" at the Mayfair here. From left: South Eastern Division Manager Gordon Bradley, Curtis Miller, Claughton Theatres; Mrs. Lillian Claughton, Claughton Theatres; Van Heflin; Ed Claughton, Jr. of Claughton Theatres; Paramount Salesman Dick Regan.



BOSTON - Paramounteers here certainly gave a pledge of 'totality' after seeing "Tempest" on the screen and Van Heflin in person. Pictured here as a team of bookers and salesmen are, from left: Gil Norton, Stanley Farrington, Robert McDonough, Buddy Lewis, Gasper Urban (sales manager and former football player for Notre Dame), Van Heflin, Wendy Clements, Bill Hepburn, Office Manager Bob Moore, and, front, Booker Miss Etta Glazin.



DETROIT - Prior to the showing of "Tempest," Van Heflin cuts a slice symbolical of the good things in store for film fans across the nation.





PHILADELPHIA - Van Heflin is deeply interested in some evidence of the booking record achieved to date by "Tempest," and presented by Branch Manager Ulrik F. Smith at left, and City Salesman John Kane.



PHILADELPHIA - Head Booker Tony Lomonaco, at left, and Van Heflin, at right, present the booking records on "Tempest" to Phil Gerson of Gerson Fertell Theatres, and Claude Hildinger of Hildinger Theatres.



NEW ORLEANS - Van Heflin is interviewed by Vivian Cannon, Amusement Editor of the Mobile Press-Register. Interview took place during Heflin's visit in connection with screening of "Tempest."

OKLAHOMA CITY - Van Heflin, here for press interviews and a spectacular screening of "Tempest," appears delighted to meet eminent exhibitor Vernon McGinnis, one of Tulsa's top showmen.

HIGHLIGHTS OF THE CONTINUING WORLD TRIUMPH OF "THE TEN COMMANDMENTS"





ATHENS, Greece - This is the building in the heart of the business district housing the Savas Film Company, distributors of Paramount Pictures throughout Greece. So highly did Savas Pylarinos, president of the organization, regard the great appeal of "The Ten Commandments" that he made this display across the entire front of the building. Display is 50 feet-plus wide and two stories high.

NAGPUR, India - India's Prime Minister, Pandit Nehru, passes under the special "Ten Commandments" arch built near the All India Congress meeting grounds. (This meeting is likened to the national Republican and Democratic presidential election convention meetings in the United States).

An estimated 80,000 persons a day passed through this arch for the ten days of the Congress.

AT RIGHT

Another view of the traffic of delegates passing through the arch of "The Ten Commandments." Celebrity shown in the car beneath the arch is Mr.U.N.Dhebar, President of India's Congress Party, the party now in power.



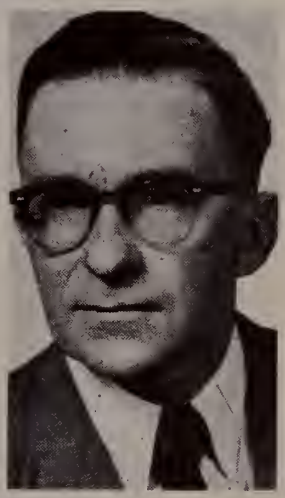
NANCY, France - The overpowering desire to see "The Ten Commandments" continues to grow all over the world. Here it is made very manifest in this surging crowd at the Colisee Cinema.



RIGHT

SYDNEY - Norm Louden has been named by Paramount Managing Director Robert L. Graham as special publicity representative for "The Ten Commandments." This is in line with Paramount's plan to give the Cecil B.DeMille production specialized presentation in the finest possible manner throughout Australia and New Zealand,and will continue the high standards already made manifest in the capital cities.

Mr. Louden has had a long industry association and has been director of advertising and publicity for Warners and RKO.



Guatemala...

These day and night shots of Guatemala's celebrated Lux Theatre tell a most interesting story. It centres around the fact that the day shot shows barriers up in order to control the enormous demand for advance tickets. This fact in itself is sensational because the average run of a picture at the Lux is 3 or 4 days. "The Ten Commandments," however, is already in its Ninth week and indications are that it will run many more weeks. At the end of last month it already had broken every exhibition record in the history of Guatemala.





For an idea ever to be fashionable is ominous, since it must afterwards be always old-fashioned.
-George Santayana



STRASBOURG - Crowds thronging the Cinema Vox here to see "The Ten Commandments. Engagement set a 'formidable' record for this celebrated house.



PARIS - Long lines of Anna Magnani fans were on hand for the opening of "Wild Is the Wind" at the Paramount Theatre recently.



HOLLYWOOD - Following the special luncheon interview arranged in order to have Alberto Lattuada, director of "Tempest," to meet the international press of the film city, Jennie Dhont, of Belgium's Cine Revue offers to show Mr. Lattuada Paramount's celebrated studio.

LE MONDE ENTIER SE PREPARE A SUBIR L'INFLUENCE DE "LA TEMPEST" *******

Le plus grand évènement cinématographique de l'année sera la distribution par Paramount de la colossale production Dino de Laurentiis " LA TEMPETE ". Ce film monumental est déjà sorti dans toute l'Italie où les recettes les plus phénoménales ont été enregistrées. C'est un grand film à tous les points de vue - distribution, mise en scène, sujet - et sa sortie imminente aux Etats-Unis et su Canada vient d'être précédée par la plus vaste campage de lancement jamais entreprise. De nombreux rapports concernant cette campagne sont publiés dans ce numéro. D'autres suivront car des informations supplémentaires continuent à nous parvenir chaque jour.

Le mois dernier, nous n'avons fait qu'annoncer la douloureuse nouvelle de la mort de Cecil B. DeMille. Ce mois-ci, nous vous parlerons de quelques uns des plus mémorables hommages rendus à ce grand homme qui a joué un rôle si important dans l'établissement du prestige de Paramount à travers le monde. Des temoignages de sympathie sont arrivés par milliers à Hollywood de tous les coins du monde - un monde qui sait déjà qu'il ne retrouvera jamais l'égal de M. DeMille.

Pendant ce temps, les productions Paramount qui avaient été annoncées dans les discours d'"Affirmation de foi" prononcés dans tous les pays, vont bon train. Ce mois-ci cinq films importants ont été mis en chantier à Hollywood, alors que dans d'autres parties du monde on tourne d'autres films, où prépare le terrain pour des productions futures. Parmi ces dernières, citons "La Montagne est Jeune" qui sera filmé au Népal. Une équipe se trouve déjà sur les lieux pour repérer les extérieurs de ce film dont le tournage commencera en Octobre, mois le plus favorable parce que c'est l'époque entre la mousson humide et la mousson sèche.

Pendant presque tout ce mois, le Vice-Président de Paramount, M. George Weltner aura été pris par son voyage en Amérique Latine. Il a quitté New-York en avion le 29 Janvier pour Caracas et Rio de Janeiro, et nous reproduisons ici des photos de son arrivée dans ces deux villes. Pendant tout son voyage, il a été accompagné par Mr. Henry B. Gordon, Directeur de Paramount en Amérique Latine qui, lui-même venait de terminer une tournée dans les mêmes pays pour préparer les conférences relatives au message d'"Affirmation de Foi".

Un exemple de l'importance capitale d'une campagne de publicité vient de nous être donné dans plusieurs pays du monde avec le lancement du dernier "suspense" d'Alfred Hitchcock :"VERTIGO". Nous avons reçu quantité d'éléments intéressants sur les campagnes de lancement menées en Angleterre, en France, Suède, Belgique, Australie, Suisse et dans plusieurs autres parties du monde. Et, dans chacun de ces pays, ces campagnes de publicité ont été suivies d'un rendement extraordinaire du film et de recettes record. Nous avons également reçu de merveilleuses photos prises pendant le séjour d'Alfred Hitchcock en Suisse et nous en avons reproduit quelques unes dans le présent numéro.

John B. Nathan cabled Feb. 11 that the first week of "Vertigo" at the Paramount Theatre, Paris, produced a box-office figure of Frs.13,000,000, greatest single week's business in the theatre's history (excepting for "The Ten Commandments.").

Nous avons enfin pu voir ce film tant attendu de Danny Kaye "THE FIVE PENNIES". On peut déjà dire que c'est là le film le plus empreint de bonheur que l'on ait jamais vu. Gardez toutes vos larmes (de joie et de tristesse) pour ce film inoubliable.

PARIS - Nicole Maurey, back home from Hollywood after completing "The Jayhawkers" with Jeff Chandler and Fess Parker as co-stars, is welcomed at the airport by her mother.





PARIS - The famous facade of the Paramount Theatre here has had so many spectacular displays that we wish we could see a panorama of them all. It would indeed be an inspiring show of sustained showmanship. Here for instance is portion of the one recently devised for "Wild Is the Wind."

AUSTRALIAN AND NEW ZEALAND FILM EVENTS AND PERSONALITIES



AUCKLAND, New Zealand - Speaking at the Paramount Affirmation of Faith convocation of the exhibitors of the Dominion, Mr. Robert J.Kerridge said: "....Today we find Paramount with greater stability and solidity than any other motion picture production company in the world..." Remarks by the Managing Director of Kerridge-Odeon were incorporated in a booklet mailed to every exhibitor in New Zealand.

Shown above with Mr. Kerridge are Mr. Selwyn Hayward, Managing Director of Auckland Cinemas, and, at left, Paramount Managing Director Robert L.Graham.



AUCKLAND - Top table at the Affirmation of Faith luncheon meeting held in the Trans-Tasman Hotel, January 13th, 1959. Reading from the left: Mr.E.R.Greenfield, Managing Director, Modern Theatres; Mr.G.M.Fennemore, U.S.Consul; Paramount Managing Director R.L.Graham; Mr.Selwyn Hayward, Managing Director, Auckland Cinemas; Mr.Robert J. Kerridge, Managing Director,Kerridge-Odeon; Mr.M. J.Moodabe, Governing Director,Amalgamated Theatres; Mr.Stanley H.Craig, General Manager,Paramount Pictures, New Zealand.

AUCKLAND - Presley-fan business on "King Creole" was so terrific at the Regent Theatre here that the management had to go all the way back to "Beau Geste" in 1926 to find a comparable record. Paramount General Manager Stanley H. Craig also reports that "...revivals of Presley's 'Loving You' over the January holidays have also achieved extraordinarily good results."



MELBOURNE - Spacious, dignified foyer of the new Barclay Theatre, where "The Ten Commandments" has already gathered such a success momentum that it is expected to still be the attraction a year from now.The foyer's chief decoration is a photograph of Cecil B. DeMille



SYDNEY - A press conference aboard the S.S.Monterey is held by Paramount Managing Director Robert L. Graham as he returns from New Zealand, where he held the Affirmation of Faith meeting pictured on this page.

Among other things relating to the film business, Mr.Graham told the assembled pressmen that the series of meeting held in Australia and New Zealand produced the most enthusiastic and inspiring response of any undertaking that he had been connected with in his lifetime in the industry.



AUCKLAND - These happy faces at the Paramount Affirmation of Faith luncheon at the Trans-Tasman Hotel were worn by, from left: N.Tombes of Te Awamutu; S. Lawler of Mt. Albert; L. Lees of Te Awamutu; Trevor Kerridge of Kerridge-Odeon; G.Jardine of Modern Theatre and P. Malone of Paramount.



Here was more contentment at the industry meeting to hear the Paramount message. Centre group,reading clockwise from lower left: D.Kelly of Glen Eden; K.Hayward, Auckland Cinemas; M. Cooper and K. Gerrard of Paramount; C.Louden of Coromandel; and C. Burr of Parnell.

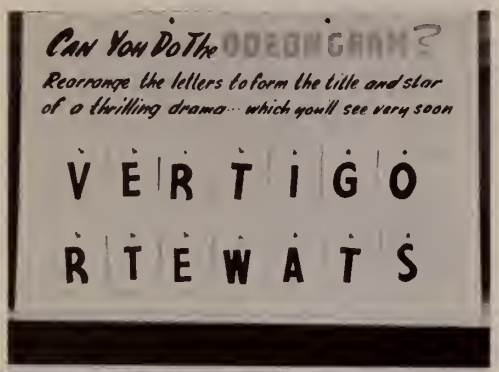


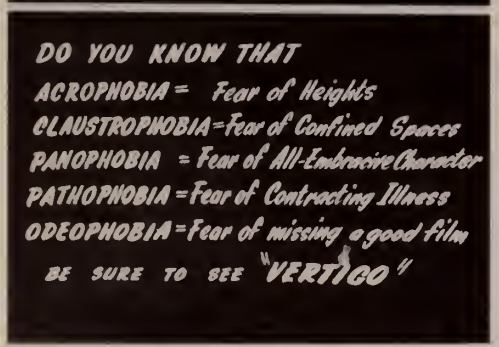
SHOWMANSHIP AROUND THE WORLD ONE OF OUR INDUSTRY'S MOST IRRESISTIBLE FORCES FOR BUSINESS

....and it is about to receive the most solid endorsement of this fact in the campaign readied and about to be launched in behalf of "Tempest." Paramounteers everywhere will be delighted to learn that this campaign contains every time-tested showmanship ingredient known to attract picturegoers in droves.



NAGPUR, India - The superbly successful engagement of "The Ten Commandments" at the Liberty Theatre here was aided in great measure by this unique mobile display, operating under bullock power. At night, a motor within the cart provides electric power to illumine the display, which of course attracts enormous interest.





CAMBERWELL, England - Simplicity was certainly the keynote in making effective use of the meaning of the title of "Vertigo" when the Hitchcock thriller was shown at the Odeon here. Manager C.B.Wills, in conjunction with Paramount's exploitation department, put the letters of the title, and the word itself, plus its meaning, to fine showmanship use — and of course tip-top business resulted.

(Note particularly the coining of the word 'Odeophobia' and its relation to the theatre's name).

RIGHT

PITTSBURGH - The Sun-Telegraph tied in magnificently with the Penn Theatre on "The Buccaneer" to the extent illustrated in this circular. Distribution was via 5,200 newsboys, all of whom became eligible for participation in the wealth of prizes.



MANILA - In reporting the 24-day run of "Rock-A-Bye Baby" at the Avenue (second-longest run of a Jerry Lewis picture at that celebrated cinema), Manager A.S.Velasquez wrote: "People here are now cognizant of the fact that if it is a Jerry Lewis picture, they are assured of getting their money's worth." He added, in explanation of the above pictures, "Here are photos of two cut-outs placed where they did the most good."





SAN FRANCISCO - This ricksha ballyhoo for "Geisha Boy" focussed plenty of attention on the fact of the Jerry Lewis picture being at the RKO Golden Gate here. Ricksha is carrying the film, and the sign above the film cans says - "Bringing GEISHA BOY to the RKO Golden Gate."



PENANG - The effectiveness of the "Miss Doris Day" singing contest in Singapore (reported last month), has spread to all parts of this showmanship-minded territory. Here's the winner of the contest held in the Cathay Organisation's Odeon Cinema in this city. She is the 1st Prize winner, Elisabeth Ng, 20-year-old stenographer.

Student Reviews

The Branford Theatre of the Stanley Warner Corporation executed some fine prestige showmanship with a special showing of "The Buccaneer" in Newark, New Jersey. Screening was an invitational one for students, who were asked to write a review of the picture (as a project in practical journalism) for their school paper. The winning review was awarded a $25 bond, plus a congratulatory letter from the film's producer. Every review won a prize, either a copy of the book, a record of the film's sound track, or guest tickets for future shows.


PARAMOUNT'S PROCLAMATION OF
TOWERING ENTERTAINMENT PRODUCT
GETS THUNDERING IMPLEMENTATION
FROM THE MIGHTY
"T E M P E S T"



RIGHT

OKLAHOMA CITY - Stunning front-of-house display for "The Ten Commandments" at the Harber Theatre. It is also reported that the theatre did wonderful business with the mighty C. B.DeMille production.



SOMEWHERE IN YUGOSLAVIA: Dino De Laurentiis,at the left, watches action in filming of "Tempest," as Director Alberto Lattuada directs through electric megaphone.

CONTINUED FROM PAGE 26

made a wonderful talk following the screening. He is a very fine person and all who met him were very thrilled. For some of us this was our second meeting with Mr. Heflin. For someone to be such a wonderful actor and person at the same time is a credit to the industry.

Bill Holliday, Branch Manager, was in the hospital the beginning of this month for surgery and is now getting around again which we are very pleased to see.

The WOMPI's held a minstrel show on which they cleared a good deal of money, and all WOMPIS are very happy over this project.

Elaine Montalbano, ledger clerk, had a terrible time for about two weeks having two teeth extracted and not being able to talk very well.....Joan Escarra, Mr. Holliday's secretary, has her daughter down with the Chicken Pox always something for Joan.

--Ann Balencie

"TEMPEST" TRIUMPH



OKLAHOMA CITY - Having been born in Walters, Oklahoma, Van Heflin's advent here in behalf of "Tempest" was truly a homecoming. In this scene (in which the lovely ladies, unhappily, were not identified by name), Van is at right, then Paramount Branch Manager C.H.Weaver, and in the rear is Exhibitor Vernon McGinnis.Tulsa.

Records Promotion

One of the finest examples of close cooperation between a film company and a records concern has been that demonstrated between Paramount and Jubilee Records on "The Geisha Boy."

Jubilee's Howard Caro circularized all record distributors with extensive promotional material which detailed

(a) - a list of Paramount Divisional Merchandising Representatives and their territories...

(b) - a list of Paramount branch names and addresses...

(c) - local opening dates of "The Geisha Boy" as well as the theatres where the comedy would premiere.

All in all, a wonderful example of cooperation, which aided the Jubilee album and single record carrying music from the film.

"A Touch of Larceny"...

...is the final, definite title for the Ivan Foxwell production being directed by Guy Hamilton in London for Paramount world distribution. James Mason, George Sanders and Vera Miles are co-starred in this action picture.





This huge and unique ice display welcomed Van Heflin to the Oklahoma City Petroleum Club where he was honored with a cocktail party and dinner. The display certainly made Van feel at home. Firstly because he is an Oklahoman, and secondly it made his nerves shiver as he recalled the snow and ice of Yugoslavia where he starred in "Tempest" under rigorous conditions.

JUST HOW GOOD A PICTURE IS "VERTIGO"? HERE'S A VIGOROUS "VERTIGO" VERDICT FROM ITS AUTHORS

BOILEAU- NARCEJAC
II, rue Viollet le Duc

PARIS .- (IX')

Char Monsieur HITCHCOCK,

Nous avons vu, enfin, "VERTIGO", et nous regrettons de ne pas savoir l'anglais car il nous est difficile de vous exprimer ce que nous ressentons. Les critiques ont déjà dit que VERTIGO était un grand film et c'est vrai. Mais nous, qui avions déjà vécu dans l'intimité de ces personnages qui, à l'écran, s'appellent Kim Novak et James Stewart, nous avons découvert, avec une réelle émotion, qu'ils traduisaient nos rêves - et certainement les vôtres - avec une puissance, une vérité, une poésie admirables. D'autres que nous, plus qualifiés, vous féliciteront de l'intelligence, de l'habileté et de l'aisance avec lesquelles vous avez raconté, en langage cinématographique, une difficile histoire. Ce qui nous a touchés, c'est, plus profondément, la féerie de vos images et, en particulier, ce baiser bouleversant, à la fin, quand l'homme obsédé retrouve la femme qui le hantait ; tout votre film nous montre nos paradis perdus, baignant dans des couleurs qui sont celles et uniquement celles d'un impossible bonheur. Il y a, dans votre film, une sensualité retenue, il y a dans les yeux de Stewart, une candeur enfantine qui nous donne la poignante nostalgie de nos jeunes années. Autant notre roman était crispé et malheureux, autant votre film est tendre et juvénile. Mais il est cruel, aussi ; vous avez placé auprès de Stewart une jeune femme qui ne sera jamais aimée... Elle est le monde réel, qui se mêle au monde de nos songes sans jamais se confondre avec lui. De même, la scène du tribunal (si extraordinaire), c'est le monde réel, et vous avez choisi pour le peindre des teintes sourdes, alors que le monde irréel et secret de nos tourments est éclatant de fraîcheur. Comme tout cela est juste et comme notre manière de sentir est proche de la vôtre ! Nous aurions voulu, après la projection vous serrer la main, car nous avions l'impression qu'une amitié venait de naître entre nous, comme si nous avions eu en partage, tous les trois, quelque secret incommunicable. Du moins nous reste-t-il la joie de vous féliciter et de vous remercier. Et ci, un jour, vous repassez dans cet étrange et pensif village espagnol, où tant de miracles, vrais ou faux, doivent encore s'accomplir, donnez à vos amis français une pensée amicale. Un peu de leur coeur est resté là-bas.

Bien fidèlement vos
BOILEAU - NARCEJAC

T R A N S L A T I O N

Dear Mr. Hitchcock,

At last, we have seen "VERTIGO" and we are sorry not to speak English because it is difficult to express our own feelings. The critics have already said that "VERTIGO" is a great picture and it is true. But we, who have already lived with the characters who, on the screen, are named Kim Novak and James Stewart, we have discovered with a deep emotion that they express our own dreams - and most probably yours as well - with a wonderful power, truth and poetry. Others, more competent than we are, will pay a tribute to your intelligence, your cleverness and the smoothness with which you have brought on the screen a difficult story. What moved us more deeply, it is the enchantment of your images and, especially, the staggering kiss, at the end, when the obsessed man finds again the woman who haunted him. Your entire picture shows our lost paradise, swimming in colors which are - and only are - the colors of an impossible happiness. There is, in your picture, a refrained sensualness. There is, in James Stewart's eyes a childish candour which brings back the poignant nostalgy of our youth. As our novel was tense and unhappy, your film is youthfully tender. But it is also cruel. You have placed near Stewart a young woman who will never be loved ... She represents the real world, who gets mixed with the world of our dreams, without ever being confused with it. In the same way, the court scene (so outstanding!) also represents the real world and to depict it you have selected somber colors. whereas the unreal and secret world of our torments is blooming with freshness. How everything is just the same and how our way of feeling is so close to yours. We would have liked to shake hands with you after the screening, because we were under the impression that a friendship was just born between us as if three of us are sharing some incommunicable secret. At least we have the pleasure to congratulate and thank you. And if, by any chance, you ever cross this strange Spanish village where so many miracles - true or false - should happen again, please give a friendly thought to your French friends. A little part of their heart has remained there.

Very truly yours, BOILEAU-NARCEJAC

VVVVVVVVVVVVVVV

Authors reputedly are tough critics of the filmed versions of their creations....Thus a reaction such as this at left from the authors of "Vertigo" is a sheer delight.

VVVVVVVVVVVVVVV



HITCHCOCK COMMANDS — AND THE CHURCH TOWER LEANS...

When he was in St. Moritz recently, Alfred Hitchcock envisioned a situation in a forthcoming picture in which a church tower leaned, and threatened a whole community. So in his well-known quietly commanding fashion, he commanded the tower to lean, promising at the same time that it would not topple. So here we have the tower leaning, and "Hitch" making sure that it does not crash to the ground. (The tower, by the way, bears a strong resemblance to the one that figured so importantly in Hitchcock's fine production of "Vertigo").

VVVVVV

BELOW

Hitchcock in centre with Boileau at left, Narcejac at right.



This is what we wrote about Danny Kaye's "The Five Pennies" (called at that time "Intermission") back in the June 1955 number of Paramount World. In the years intervening, this human, heart-warming property has gained greater poignancy and power, until it has emerged today as one of the most unforgettable pictures Paramount has ever made.

"INTERMISSION"

A HOLLYWOOD VIGNETTE

* * * * *



One night, away from studio tasks, I sat in a Hollywood cafe called Sarnez. Opposite me a trumpet player whose life had experienced an "Intermission" -- an interlude so poignant that it is to be made into a Paramount picture. It will be called "Intermission," and it will star Danny Kaye as Red Nichols.

The man I sat and talked with was Red Nichols.

Red was a man who fashioned a life after his own heart. Suddenly, through the eyes of an adored daughter, that heart filled up and broke. And Red, himself adored by millions, faded from their sight as a breeze blows out a match.

Here is Red's story - true, tense, tender.

Red Nichols was born Loring Nichols, a red-headed Utah farm boy with music on his lips and jazz in his heart. His descent on his goal of Broadway didn't smash records, but his trumpet attracted jazz talent to him as a magnet attracts filings. Within a couple of years, even though playing in a cellar, he gathered around him such names as Glenn Miller, Jimmy Dorsey, Benny Goodman, Artie Shaw, Gene Krupa. All the greats. And he was making records. Hot, happy-sounding records.

That's the music side of the story.

Red had shyly wooed and won a show-girl named Bobbie. They married and duly had a daughter named Dorothy. But jazz-band life is misery for those who must lead it; sheer hell and neglect for their children.

Dorothy fell into this hell. In one grim moment the clammy hand of death reached out for her. Polio. From the hospital one night word flashed to Red that his daughter was dead. In a daze he reached the ward. Dorothy wasn't dead then, but would be at midnight. At midnight she miraculously lingered. But if she lived, she would be crippled.

That night Red himself died. He died professionally, and in every other way save his dedication to giving the neglected Dorothy a fighting chance for a fair life.

From that moment, Red Nichols was gone from the world of music. His friends lost track of him; his records gathered dust; his band dissolved. In a rage, he smashed his beloved trumpet against a wall.

But a fighting Red Nichols lived on. And a fighting Bobbie beside him. Red worked days in a shipyard and was the night nurse. Bobbie did the housework and cooking and was the day nurse.

But never a note of music from Red. He had sworn not to play again until Dorothy was cured to the point of walking. One day Dorothy found some of his records and played them. (He had been the first bandleader to notch a million-records sale). Dorothy adored them and asked him to play his trumpet. He found the battered instrument, straightened it, but when he put his lips to it he couldn't play a note.

Time went on. The Kenny method of polio treatment worked. Dorothy walked with great effort; then with a slight limp. One day she announced she was to be married to Ted. Came the great day, and she was a radiant bride. Red and Bobbie - and Dorothy's dauntless courage - had won!

But Red Nichols had to start again. His joy over Dorothy brought back the trumpet skill to his lips. But who would remember him? Ten years is ten years too long to be remembered in his kind of musical world. But in Los Angeles there was a man named Harry Susskind who remembered. He took a chance with Red --- but the public had forgotten, too. Red trumpeted his old skill, but the band played to an empty floor.

At least it was empty until just about eleven o'clock. And then there commenced such magic as puts the Cinderella tale to shame. At a quarter after eleven, Jimmy Dorsey walked in. A few minutes later, Artie Shaw entered, then Gene Krupa. And all the rest of the guys who'd been with Red Nichols and his Five Pennies. One by one they took over the instruments that had become their trade marks.

Music filled the place with crowds in a matter of minutes -- the sweetest music Red Nichols had ever heard. But the night had a sweeter moment in store.

That came when a lovely, lovely young girl got out on the floor and began to dance. It was Dorothy, whisked down by air from her home up north, and she danced without a limp. She danced divinely with her Ted - but not for long.

For Red, with tears in his eyes, walked over and tapped Ted on the shoulder, saying, "Pardon me, son, may I cut in?"

In that moment was crystalized all of the toil, the fear, the love, the sacrifice. There wasn't money enough in all the world to buy this.

And as Harry James, who also had been one of the Pennies, and who was playing for the first time a trumpet with a dented bell, took over the band, Red and his divine daughter swept around the floor on the wings of a love that only a father can know. And Bobbie, the devoted wife and mother, stood by the bandstand with tears of joy in her eyes.

Don't blink now -- but you'll have them in your eyes, too.



Hal Bullock

WORLD

ar 3 March, 1959

SHOT, GO TO THE START OF THIS LINE

VAN HEFLIN,"TEMPEST" STAR, SELLS THE MIGHTY PICTURE CLEAR ACROSS THE NATION

Not a single 'expert' that we have checked has yet come up with a more heartening example of picture-selling by a star than that of Van Heflin with "Tempest." Van has criss-crossed the United States every whichway; he has spoken on television and radio, and at dinners, luncheons, cocktail parties and club meets. He has been interviewed for newspapers, magazines, company publications and school newspapers and magazines. It is a toss-up as to who has had more to say about "Tempest" -- Van Heflin or Dino De Laurentiis. We present on this page some more highlights of the wonderful showmanship and salesmanship of Van Heflin.



Van Heflin, pleased at the unexpected climax to his friendly business call, receives the gold cufflinks from Paramount sales chief George Weltner.

Van Heflin, Star Salesman!

Van Heflin, star of "Tempest" and indefatigable publicizer of this epic Dino DeLaurentiis production, received an unprecedented tribute from Paramount's distribution organization on a recent visit to home office. The actor, with promotion work in 20 cities behind him, had just completed his third "advance selling" tour on behalf of "Tempest" since mid-January when he called on George Weltner, Paramount Pictures vice-president and world-wide sales head, for a friendly chat.

With advertising-publicity executives Jerry Pickman, Martin Davis and Joseph Friedman looking on, Mr. Weltner reached into a drawer of his desk, brought out a small, neatly-wrapped package, and presented it to Van with these words:

"What you have done in selling 'Tempest,' the way you have done it, the way your enthusiasm caught fire as realization of the bigness of this picture took hold of our sales and advertising organizations -- these things have inspired the men - and women - of those organizations to do something that never has happened before. They wanted to give something that would show their appreciation to a star who would work so hard and so sincerely in the field through newspapers, radio, television, personal appearances, talks with exhibitors, and in so many other ways to help sell a picture. They wanted to give Van something that would testify to their high regard and friendship for him."

Mr. Heflin, completely surprised and experiencing a "real thrill," unwrapped the package to find a pair of sparking gold cufflinks. He asked Mr. Weltner to convey his deep thanks to the men and women of distribution.

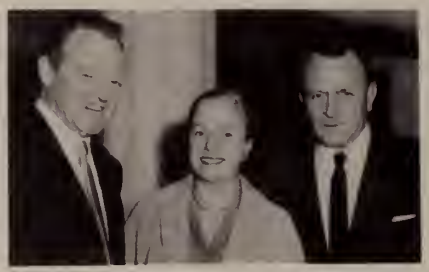
-Charles Franks



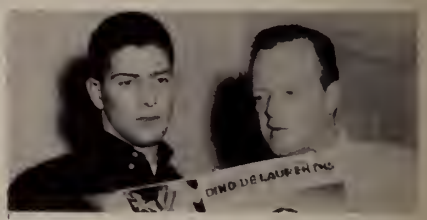
SAN FRANCISCO - Totus Harvey learns about "Tempest" at first hand from Van Heflin. Mr.Harvey is President of Westland Theatre Circuit. At left is Paramount Branch Manager Jack Stevenson.



SAN FRANCISCO - Representative industry group at screening of "Tempest" here. From left: Robert Naify, Division Manager Neal East, Mrs. M. Naify, Marshall Naify, Van Heflin, Ray Syufy. The Naify's are United California Theatres officials; Mr. Syufy is head of Syufy Enterprises, a circuit of theatres in Northern California.



SAN FRANCISCO - Van Heflin met the top radio and TV personalities during his successful visit to this city in behalf of "Tempest." He is shown here with Mr. and Mrs. Craig Kelly, popular favorites over the air-waves of this area.



SAN FRANCISCO - Van Heflin made good use of the effective De Laurentiis magazine produced for "Tempest" during his series of high school interviews here.





SAN FRANCISCO — One of the most important interviews Van Heflin gave was to the editors of high school and junior high school papers in this area.This vast group of editors first saw "Tempest," and then tossed their questions at the star.

SAN FRANCISCO - "Tempest" luncheon at the Fairmont Hotel for newspaper editors and drama critics. From left: Earl Long, City Manager, United Paramount Theatres; Jim McMillan, Publicity, Paramount Theatre; Bob Hall, Drama Editor, Call-Bulletin; Emelia Hodell, Drama, San Francisco News; Mr and Mrs Van Heflin; Hortense Morton, Drama Editor, San Francisco Examiner; Paine Knickerbocker, Drama Editor, San Francisco Chronicle; Neal East, Paramount Division Manager; Jack Stevenson, San Francisco Branch Manager.

THUNDERING "TEMPEST" PREMIERES THRILL ACROSS THE NATION...

"TEMPEST" thundered into more than 400 United States theatres over the Easter period and stirred up plenty of excitement in the process. Engagements bore the stamp of having been profoundly influenced by the impact of the national advertising and publicity campaign, examples of which will be found on subsequent pages.

In New York City the Daily News called the picture "Mighty," and awarded it 3½ stars. The World-Telegram and Sun called it a picture "...on the same vast scale as "War and Peace", and the remainder of the Manhattan papers brought forth their best superlatives ordinarily reserved for special occasions.

From Washington, Cleveland, Los Angeles and many other cities we have received the overwhelming press proof that "Tempest" is film entertainment of the top calibre. It is what film audiences everywhere are looking for today.



NEW YORK - Exterior of the Capitol Theatre, where TEMPEST is the current top-level attraction.

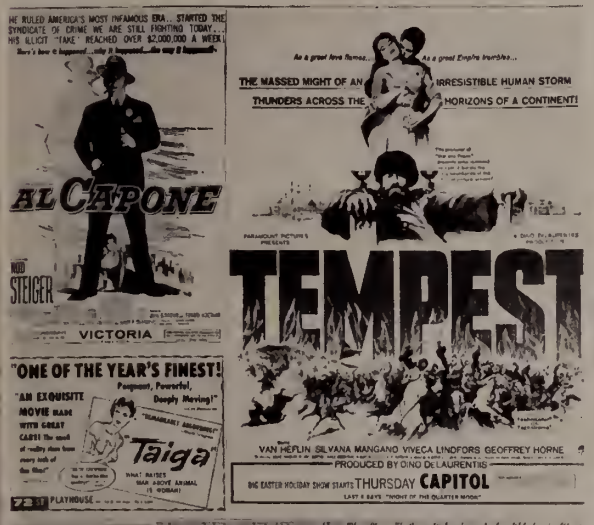
Picture was made the afternoon of the premiere, when the mobile broadcasting station of the American Broadcasting Company interviewed, right at the sidewalk, two of the great film's stars -- Viveca Lindfors and Geoffrey Horne.



NEW YORK - Miss Lindfors being interviewed by Tony Marvin over the ABC Network, directly from WABC's mobile broadcasting station outside the Capitol Theatre, and in full view of the patrons waiting in line to see "Tempest."



PARIS - Front of Le Berlitz with impressive display for "Tempest."





PARIS - Section of the always impressive facade of the fine Paris Theatre,, given the full showmanship treatment for "Tempest." The mighty De Laurentiis production, for Paramount release, is producing one of the most successful engagements in the long and colorful history of Le Paramount.



LOS ANGELES HAILED "TEMPEST"

These are the headlines the noted critics of Los Angeles gave to the arrival on the film scene of "Tempest," and if you can read any of the type, you will note that the enthusiasm of the headlines carried powerfully into the texts of the reviews.



NEW YORK CITY - The impact of this advertisement in The New York (Sunday) Times thundered the message of "Tempest" to the many hundreds of thousands of this great newspaper's readers the Sunday before the mighty picture opened at the Capitol Theatre.

LIFE MAGAZINE, issue of March 30th, contains a magnificent 6-page color layout of Gjon Mili's masterful photographic views of the making of "Tempest," and of the talented players who interpreted the moving story.



THE COVER

Here you have identification of the star personalities on the front and back covers. Since this picture was taken, the Hal Wallis production, "Career," has gotten under way in the studio with Dean Martin, Anthony Franciosa, Shirley MacLaine and Carolyn Jones starring. And also under way, in London, is "A Touch of Larceny," with Vera Miles, George Sanders and James Mason.

TEAMWORK in publicity and showmanship origination, execution and dissemination, between Paramount's public relations forces in New York and Hollywood, has been achieved on a scale of cohesion and effectiveness never before realized in our company. Directed by Paramount Film Distribution's vice-president Jerome Pickman, in charge of advertising, publicity and exploitation, and operated under the skilled guidance of assistant director of the department, Martin Davis, the all-encompassing activity incorporates the thinking, planning and the skills of every individual member of Herb Steinberg's department in the studio and Burt Champion's and Joseph Friedman's departments in New York.

In short, the plan is one of collective thinking, inspired by the simple parallel of the snowball which gathers ideas as it goes along. But with this exception: the Paramount publicity plan calls for elaboration on ideas already started, elimination of ideas proven impractical through constant review of the plan while it is still live, and a constant interchange of ideas between Head Office and Studio. Plan also introduces a status of immediacy between both centres, so that each knows at all times what is being planned and produced by the other.

It is practical, money-making and money-saving showmanship developed to a high degree. Its value already has been made manifest in the dynamic campaign which reaches its zenith with the national release of "Tempest." The value will grow swiftly to top-industry levels with the even newer campaigns on mighty new Paramount pictures now completed and being readied for release.

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On Page 8 there is much said editorially in praise of the dynamic advertising stand taken by Paramount with the release of "Tempest," and the utilization of the television medium to advertising a giant motion picture. Above is Film Daily's contribution to the praise.

'Transposition' is an occupational hazard that seems to hit most editors. They don't want it, but they don't know they've got it until it's been caught. Somstimss it involves captions, other times, pictures. We had it on this page last month. Two pictures became transposed. With reddened face ws apologize to all concerned. It won't happen again - we hope!

Paramount World....

Published every month by Paramount Pictures Corporation, 1501 Broadway, New York 36, New York, USA. Issued by and for members of the Paramount organization around the world who believe in the entertainment appeal of their motion pictures, television and allied products and in the business future of their company.

ALBERT DEANE, Editor

Volume 5, Number 3 March, 1959

The Film Daily March 25, 1959

Along the RIALTO with PHIL M. DALY

A Source of Gratification

• • • IT IS GRATIFYING to see a motion picture distributor go after the all-important television audience with real ardor in selling a theatre picture. . . . If the magnitude of the TV campaign that Paramount's Jerry Pickman and Martin Davis have devised for "Tempest" counts for anything—and Phil M. contends it counts for plenty!—Dino DeLaurentiis' production can be relied on to give a splendid account of itself at the box office. . . . During the past several weeks television audiences have had the message about "Tempest" nailed to their consciousness at one time or another by virtually every big network TV show. . . . Piled on top of this are hard-hitting commercial TV trailers, special entertainment film shorts pertaining to "Tempest" that TV stations are fitting into news and other programs, and unique TV clips that permit local live interviewers to chat with the image of "Tempest" star Van Heflin projected from film. . . . Then, of course, there's that widely hailed ad campaign in TV Guide magazine and the daily and Sunday TV sections of newspapers throughout the country with its vital message that "ONLY on the big motion picture screen" can "Tempest" be seen. . . . That's the message the industry should impress upon TV audiences concerning all upcoming theatre product!

▼ ▼ ▼

• • • BACK TO VAN HEFLIN. . . . To say that this popular star has contributed importantly to the impact of Paramount's ever-all campaign is to coin the understatement of the year. . . . A glutton for hard-driving promotional work, Van made three individual field tours in recent weeks on behalf of "Tempest," doing TV, radio and newspaper interviews in 20 cities, hosting special screenings of the pic for influential groups, addressing student bodies, getting exhibitors steamed up over "Tempest." . . . It was field work commensurate with a whopping big campaign, and an excellent example for some other members of the Hollywood acting fraternity to follow at a time when this form of promotion can be most useful to our industry. . . . So Phil M.'s chapeau is off to you, Van!

▼ ▼ ▼

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Much of the wonderful bond existing between Cecil B. DeMille and Paramount over more than two score of years, and broken only by the great producer's death, is found in this letter to Mr. Balaban from Cecilia de Mille Harper (Mrs. Joseph Harper), daughter of Mr. DeMille:

Dear Mr. Balaban,

I have just received the beautiful resolution from the Executive Committee of the Board of Directors of Paramount.

So much of father's life was Paramount and so much of Paramount's life was father. It was an association father nurtured and cherished; he received much from it and gave much to it. On numerous occasions he said to me, "I shall make pictures for Paramount until I die, I am happy there."

To all of you who made him "happy there", my heartfelt thanks for the tribute you have paid him.

(sgd.) Cecilia de Mille Harper

THE POINT RATING WAS 89.6 - SUPERLATIVE!

"THE FIVE PENNIES" HITS A RINGING, HEART-WARMING NOTE WITH THE PICTURE-GOING PUBLIC

THE PROOF-PRODUCING TEST WAS A 'SNEAK' PREVIEW (IN THE TRUEST SENSE OF THE TERM), HELD RECENTLY IN THE PARAMOUNT THEATRES IN SAN FRANCISCO AND OAKLAND. THE WRITTEN RESPONSES WERE SUBLIMELY OVERWHELMING.

Here are typical excerpts from the cards: Music was tremendous. Almost as good as Kaye. Would make terrific soundtrack album. Picture was excellent....Best musical biography since the Glenn Miller Story...Down to earth good entertainment...One of the best pictures I've seen in years....Danny Kaye is the greatest comedian America has produced..... Unequal to the task of making a comment good enough to match the picture....I've never been so happy crying in all my life...Marvelous music, sensationally...Observe the smiles and misty eyes of the patrons as they emerge....It is both humorous and heartwarming....Music terrific, Danny Kaye same..... Should be an Academy Award picture.....Never had a better time. Perfect entertainment.... Very excellent. We need more good pictures like it....I think it terrific and would see it again....Too bad they didn't run it a second time...One of the finest. Everyone can enjoy it. For adults and children alike. ....Danny Kaye was put on earth to make 'us the people' happy. Be happy with Danny....It was a gasser...Absolutely terrific entertainment.....Marvelous movie. I think that this is a movie that everyone will enjoy.....Too wonderful for words. We need more of this kind of entertainment....Musical numbers were great. Kaye and Armstrong are a terrific team. Picture has depth and warmth of plot... Lots of heart feeling...Laughter and tears - unbeatable combination.....Worth seeing for all the family....Barbara Bel Geddes excellent....Terrific picture, has everything..... Wow, it's the best...Best I seen in a long time....There should be more pictures like this one with good acting and not all sex... Excellent throughout. Moving and realistic. thank you....Outstanding - heartwarming..... Very heartwarming. Very good music. Type of picture you should see twice....Just great.. Everyone will enjoy this picture.....Best picture in years....Excellent for teenagers and their families....Everybody was wonderful. All perfect....Fabulous. I loved every minute of it...ETCETERA! ETCETERA! ETCETERA!



Paramount President Barney Balaban attends the screening of "The Five Pennies" with his son and daughter-in-law, Mr. and Mrs. Burt Balaban.

New York Showing Confirms the Stirring Greatness of "THE FIVE PENNIES"



United States Ambassador to the United Nations Henry Cabot Lodge (centre) and his niece, Miss Emily Alexander, seem happy over the prospect of seeing the picture as they stand with Danny Kaye in the lobby of Loew's Lexington before the start of the preview of "The Five Pennies."

BELOW

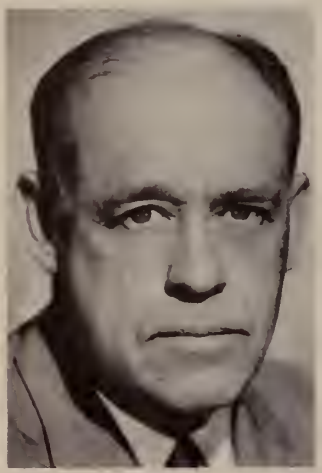
Hugh Owen, vice-president of Paramount Film Distributing Corporation, and Mrs. Owen, at left, and Mr. and Mrs. Russell V. Downing flank Danny Kaye in the lobby of the theatre. Mr. Downing is president of the Radio City Music Hall.

(More pictures on Page 17)



PICTURES AND NEWS FROM THE NORTH AMERICAN BRANCHES...

Richly Merited Promotion...



Alfred R.Taylor (above) has been put in charge of Paramount's Mid-Western division, succeeding in this post the late J. Harold Stevens, who died March 22nd. Sidney G. Deneau, vice-president of Paramount Film Distributing Corporation made the announcement. Taylor has been Los Angeles branch manager for the past several years.

The Mid-Western Division, with headquarters in Chicago, encompasses the Chicago, Detroit, Indianapolis and Minneapolis branches.

Taylor, who joined Paramount in 1924 in the San Francisco branch,was successively a booker, advertising sales manager, salesman and special representative for the company before becoming branch manager in Omaha in 1941, in Indianapolis in 1942 and in Los Angeles in 1945.

We join most heartily with the rest of the organization in congratulating Al, and in wishing him continuing success.

A strong leader knows that if he develops his associates he will be even stronger.
-James F.Lincoln



SAN FRANCISCO - Van Heflin (second from the left), gets the "Tempest" story over solidly here, with a splendid lift from the magazine published by the Dino De Laurentiis organization in Rome. At left is Paramount Branch Manager Jack Stevenson, and to the right of Mr. Heflin are Irving Ackerman of the Famous Stage Door Theatre, and Ben Levin, of Levin Theatres.

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DES MOINES Our projectionist, Wesley Bitting, has been in the hospital for several weeks with leukemia, and has not improved any. Over the Christmas Holidays they were in California, and Mr. Bitting's wife was stricken with a heart attack. She is still in the hospital in California at the present time. Our sincere sympathy to this sorely-tried couple.

Branch Manager Frank and Chuck Caligiuri, salesman, were in Sioux City, Iowa, last week and made a "whopper" of a sale to the Gordon Twin Drive-In Theatre.

Betty Olson's father-in-law passed away the latter part of February, and she was for a few days in Morris, Illinois, where the funeral was held.

On January 19th Joyce Brain returned to work after a month's tour in Germany and neighboring countries. From all reports she had a wonderful trip and enjoyed every minute of it, except time was too short!

All of us in Des Moines are looking forward to some nice warm spring weather. Especially after our big snowstorm last week, which caused the office to be closed one day.

Sammy Rich is one of the more avid bowlers in our office and had a pretty good score of "500" in his latest attempt.....We now have a new coffee pot and all employees are enjoying their coffee breaks in the office.

Mr. Frank was recently appointed chairman of the Heart Fund Committee for the Variety Club. The local Variety Club is sponsoring help for local "cystic fibrosis" cases.

HAPPY EASTER to fellow workers everywhere!

ATLANTA With Spring just around the corner, and the Easter Bunny on the horizon, the Atlanta office has been 'hopping' with our short subject drive honoring Mr. Hugh Owen during March. We firmly believe that we have set some sort of record during March for the number of Cartoon Carnivals booked.

Speaking of 'hopping', Dewey Bentley has 'hopped' from the Accounting Department into our Booking Department along with a newcomer student booker, Jim Hill. Paul Morgan has moved out of our Booking Department and is selling Zone 2, formerly handled by Frank Folger, who is now a furniture broker. Good luck to both!

Our accounting department has added a new face in the person of Peggy Bryant, a cute Georgia peach. Welcome Peggy! While on the subject of 'additions' our bookers' stenographer, Doris Webb, is looking forward to a visit from the stork sometime this summer.

Congratulations to Frankie English, Branch Manager's secretary, who has been appointed Public Relations Chairman of the Atlanta Club of WOMEN OF THE MOTION PICTURE INDUSTRY. (WOMPI.)

With all the sunshine a little rain must fall, and all of us wish to extend our deepest sympathy to Sales Manager, W. A. Word, Jr. upon the death of his mother, Mrs. W. R. Word, Sr.

--Virgil Hopkins

Shartin and Foster Receive Branch Manager Promotions

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ARNOLD SHARTIN



W. DONALD FOSTER

Two branch managerial appointments were announced on March 24th by Sidney G. Deneau, vice-president of Paramount Film Distributing Corporation.

Arnold Shartin, Salt Lake City branch manager on May 4 will become Los Angeles branch manager, succeeding Alfred R. Taylor who, as previously announced, will assume supervision of Paramount's Mid-Western division. J. Harold Stevens, who died on Chicago on March 22, had been manager of the Mid-Western division, comprising the Chicago, Detroit, Indianapolis, Milwaukee and Minneapolis branches. Taylor's headquarters will be in Chicago.

W. Donald Foster, Kansas City sales manager, has been promoted, effective April 13, to Salt Lake City branch manager.

Shartin started with Paramount in 1950 as a booker in Minneapolis, rising to booking manager the next year. In 1955 he was named Los Angeles salesman, and in 1958 Salt Lake City branch manager. He has been a member of the Paramount 100% Club on four (4) occasions - in 1952 as booking manager, and in 1955, 1956 and 1957 as a salesman.

Foster joined Paramount in 1946 as contract clerk in Denver, was named Salt Lake City head booker in 1948, Dallas salesman in 1952, and Kansas City sales manager in 1956. He was made a member of the 100% Club in 1954, in Dallas.

(Continued on Page 18)

HAL WALLIS



HAL WALLIS HAS A MAGICAL KNOWLEDGE of the world's box-office requirements. He keeps this knowledge up to the moment by frequent trips abroad, as well as throughout the hinterland of the United States.

And Hal Wallis is a star-finder and star-maker.

This page is dedicated to a few of the potential stars he has found on the stage, in night clubs, on TV, and through his own talent scouts - and has expertly built them into stars of the screen.

The search continues, for the Hal Wallis-Joseph Hazen organization never* is without many entertainment-plus projects in work.

(*) Wallis-Hazen Productions have "Last Train from Gun Hill" and Jerry Lewis in "Don't Give Up the Ship" completed. "Career" is being filmed. "Visit to a Small Planet" is being readied for production with Jerry Lewis as star.



KIRK DOUGLAS



WENDELL COREY



JERRY LEWIS



DEAN MARTIN



CHARLTON HESTON



DOLORES HART



DON DE FORE



SHIRLEY MacLAINE



ELVIS PRESLEY



EARL HOLLIMAN



LIZABETH SCOTT



POLLY BERGEN



BURT LANCASTER



ANTHONY FRANCIOSA



EDDIE MAYEHOFF



MARISA PAVAN

STAR MAKER



When a Hal Wallis production is being filmed, Hal is on the set virtually every moment of production. In this pictured glimpse he is on a set of "Last Train From Gun Hill," looking over a Paramount trade paper ad, with Carolyn Jones also interested.

Unending is the story of Hal Wallis' search for, and development of, new talent. Next month we will continue it with news about Diana Spencer and Dina Merrill, a couple of lovely newcomers who are in the Jerry Lewis comedy, "Don't Give Up the Ship"; and Joan Blackman and Donna Douglas, who are getting fine dramatic tuition in important leads in "Career," acting with Dean Martin, Shirley MacLaine, Carolyn Jones and Anthony Franciosa.



"T E M P E S T" HAS BEEN ENDOWED WITH GREATNESS..... SHOWMANSHIP MAKES IT COME A L I V E!!

LEFT
Cover of the inspiring, idea-filled, showmanlike press-book for "Tempest" edited by George Harvey.

SOCKO SHOWMANSHIP FIGHTS FIRE WITH FIRE, TEMPEST WITH TEMPEST

In one of the most spirited campaigns in Paramount history, the advertising of "Tempest" has been carried directly into the homes, and the consciousness, of the multiple tens of millions of America's television viewers. On this page is the 2-page, 4-color advertisement which appeared in the March 21st issue of "T.V. Guide." Below we quote Martin S. Davis' Speedgram to the nation's exhibitors.

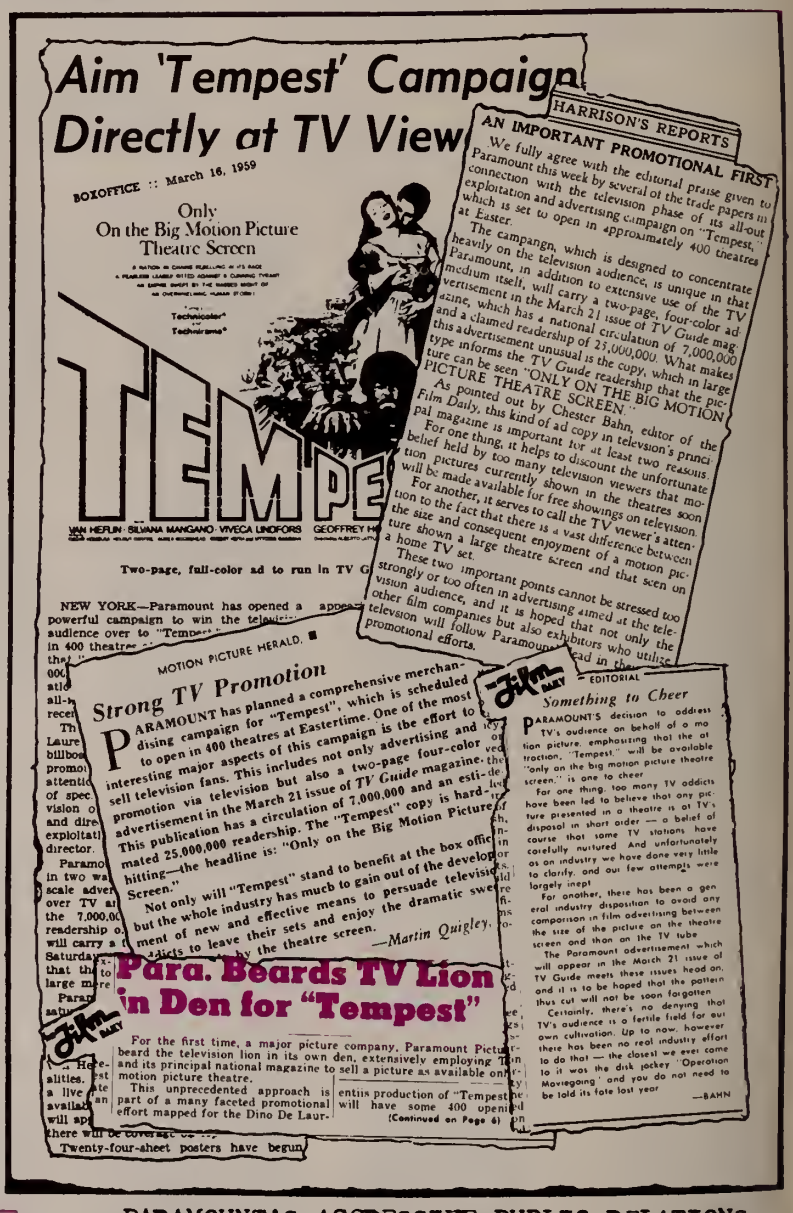
TO ALL U.S. EXHIBITORS

PARAMOUNT'S POWER-PACKED CAMPAIGN TO WIN T.V. VIEWERS TO "TEMPEST" INCLUDES PANORAMIC 4-COLOR 2-PAGE AD IN MARCH ISSUE OF TV GUIDE, 25,000,000 READERSHIP "BIBLE" OF TELEVISION AUDIENCES. AD HAMMERS HOME THE ALL-IMPORTANT MESSAGE "ONLY ON THE BIG MOTION PICTURE THEATRE SCREEN" CAN "TEMPEST" BE SEEN. TV GUIDE COLOR SPREAD BACKS UP MONUMENTAL TV AND RADIO AD PUBLICITY CAMPAIGN DESIGNED TO GET THE TV ADDICTS OUT OF THEIR HOMES AND INTO THE THEATRES SHOWING "TEMPEST." ALL ADDS UP TO SURE-FIRE BIG BUSINESS FOR THIS BIG EASTER PICTURE. REGARDS.

- MARTIN S. DAVIS



This is the advertisement in TV Guide which set the whole industry ablaze with interest and a new zest for showmanship.



PARAMOUNT'S AGGRESSIVE PUBLIC RELATIONS plan to hammer forth the manifold attributes of "Tempest" which could be seen and enjoyed only on the large screen of the motion picture theatre, won the complete and unstinted admiration of the motion picture industry press. Shown above are but a few of the headlines and editorial comment produced by the campaign launched by Jerome Pickman and his executive assistant, Martin S. Davis.



WORLD-WIDE ACCLAIM MOUNTING FOR "T E M P E S T"

PARIS (By Cable) - Sponsored by the North Atlantic Treaty Organization, the French premiere of Dino De Laurentiis' "Tempest" at the Paris Theatre last night (12) set a new record for number of top governmental, military and diplomatic figures in attendance at a film opening.

Paul Henri Spaak, Secretary General of NATO; Gen. Lauris Norstadt, Nato Armed Forces Commander; Roger Frey, France's Minister of Information; French General Valluy, Chief of Allied Forces in Europe, and 30 ambassadors to France were in the "Tempest" premiere audience.

Producer De Laurentiis and director Alberto Lattuada, who also attended, received an audience ovation at the conclusion of the film.

Adding to the color and excitement of the evening, France's famed Republican Guard stationed itself in front of the theatre and saluted with drawn sabres the arriving dignitaries. French television and radio covered the opening from several vantage points inside and outside the Paris Theatre, which is in the heart of the Champs Elysses area.

"Tempest" has since opened for regular Paris engagements at the Paris, Berlitz and Wepler Theatres.

A typically South American reaction to "Tempest" is contained in the following cable received by Mr. Weltner from Manager Ricardo Canals in Bogota, Colombia:

IT IS REAL PLEASURE TO INFORM YOU SCREENING OF STRAIGHT ENGLISH DIALOGUE VERSION "TEMPEST" LAST NIGHT TEATRO COLOMBIA, BOGOTA, WAS ATTENDED BY SELECT GROUP GUESTS AND WAS MOST BRILLIANT EVENT OF DELAURENTIIS VISIT. ALTHOUGH VERY FEW OF 1,100 ATTENDANTS COULD UNDERSTAND SPOKEN ENGLISH NOT A SINGLE ONE LEFT DURING SCREENING. AT END OF SHOWING AUDIENCE AROSE AND OFFERED SUSTAINED APPLAUSE AS TRIBUTE TO DELAURENTIIS AND HIS MASTERPIECE, "TEMPEST". I ANTICIPATE SPANISH TITLED VERSION WILL BE SMASH HIT.

-CANALS



PARIS - Director Alberto Lattuada, left, Continental General Manager John B. Nathan, in centre, and Producer Dino De Laurentiis at the premiere of "Tempest" in the Paris Theatre on the evening of March 12th. Colorful event was a resounding success for the giant picture.



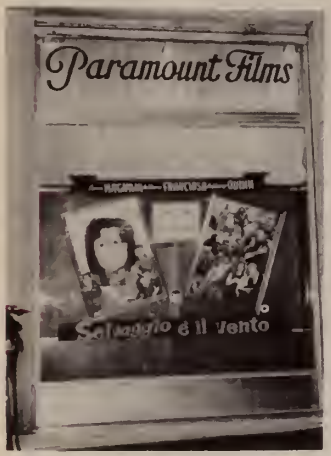
TORONTO, Canada - At a private screening of "Tempest" in the Town Cinema, His Excellency Adolfo Alessandrini, Ambassador to Canada from Italy, attended with his Consul General. Shown above prior to the preview are: (l to r) Mickey Stevenson, Paramount's Ontario Branch Manager; Win Barron, Paramount Director of Public Relations; His Excellency the Ambassador; Mrs. De Rege; Italian Consul General De Rege; Kingsley Graham, Consul for Finland. "Tempest" is scheduled to open at the University Theatre, Toronto, March 27th.

"Tempest" Demolishes All Standing B.O. Records

Everybody's heart is open, you know, when they have recently escaped from severe pain, or are recovering the blessing of health.
—Jane Austen



RAVENNA, Italy - Front of the Moderno Theatre displaying fine showmanship in behalf of "Desire Under the Elms."



GENOA - Particularly fine window display at the Paramount branch here for "Wild is the Wind."

In the New York World-Telegram and Sun of October 21st, 1958, a 3-col. article by Vernon Scott, with a Hollywood dateline, bore the heading: "Is There an Oscar in Danny's Future?"

The article was written when Danny Kaye was already deep in production of "The Five Pennies," and made plentiful mention of that picture.

Having now seen "The Five Pennies" — and with a laughing, weeping, shouting and applauding public audience, the article of almost six months ago seems very pertinent (and prophetic) indeed.



HOLLYWOOD - During his stay in the American film production capital, Dino De Laurentiis met a great many international film correspondents, including all of the Italian ones. Here he is shown with one of the latter, Marika Aba.

"LA TEMPESTA" AFFRONTA IL PUBBLICO STATUNITENSE COL PIU GRANDE SUCCESSO.....

Questo mese possiamo darvi notizie veramente concrete sulle grandezze di LA TEMPESTA giacchè il pubblico cinematografico degli Stati Uniti ha finalmente il privilegio di poter ammirare questa poderosa produzione di Dino De Laurentiis per la Paramount che in Italia ha già battuto quelsiasi precedente record d'incassi. La pellicola è stata lanciata contemporaneamente nei centri più importanti del Nord America, ed è opinione generale che la Paramount possiede in essa un'autentica miniera d'oro da valorizzarsi in pieno.

Ci fa piacere potervi anche informare questa volta che il Signor Weltner è tornato dal suo viaggio d'ispezione in Sud America molto soddisfatto degli attuali risultati in quel territorio nonchè delle ancora migliori cifre d'affari che gli consta ci ferenno nei prossimi mesi. Un altro instancabile viaggiatore, il nostro Presidente Mr. Perkins, eppane tornato da una visita ai diversi centri d'oriente, si è rimesso nuovamente in moto, diretto in Africa del Sud. E siccome questa volta il suo viaggio includerà diversi paesi africani su cui raramente abbiamo occasione d'intrattenerci, avremo delle cose interessanti da raccontervi quando egli rientrerà in sede verso la metà di aprile.

Da Hollywood ci sono giunte in questi giorni importanti notizie in materia di artisti le quali confermano il carattere di "novità" che si cerca d'imprimere ai nostri film. Infatti, per esempio, la giovane messicana Pina Pellicer che ha improvvisamente acquistato fama internazionale quando ultimamente è stata scelta per il ruolo della ragazza nel nuovo film di Marlon Brando ONE-EYED JACKS, ha firmato un contratto con la Paramount per altri tre film. E poi c'è Fess Parker il quale, unicamente a seguito delle sue ottime interpretazioni in THE HANGMAN e in THE JAYHAWKERS, è stato scritturato per altri dodici film Paramount, cioè due all'anno per sei anni. Infine, altri importanti annunci seguiranno presto circa gli interpreti di due nostre nuove pellicole nominate nel recente programma di Affermazione di Fede, cioè la produzione Seaton-Perlberg THE PLEASURE OF HIS COMPANY e il lavoro di Hitchcock NO BAIL FOR THE JUDGE.

Frattanto, le grandezze dei nostri nuovi film è giustamente motivo di ottimismo. A Nuova York i critici sono rimasti entusiasti di THE LAST TRAIN FROM GUN HILL che hanno potuto recentemente ammirare in visione private. Così pure non potrebbero essere più lusinghiere le opinioni espresse da chi ha avuto occasione di vedere ONE-EYED JACKS, il film di Jerry Lewis DON'T GIVE UP THE SHIP, la commedia Perlberg-Seaton BUT NOT FOR ME con Clark Gable, Lilli Palmer, Carroll Baker e Lee J. Cobb, e THE JAYHAWKERS. Dallo Studio stanno anche arrivando ottime notizie circa la lavorazione di HELLER WITH A GUN che a quanto si dice sarà un immenso successo per Sophia Loren e Anthony Quinn. Così pure riguardo al nuovo lavoro di Hal Wallis, CAREER, che costituirà certamente uno dei drammi più forti che Hollywood produrrà quest'anno. Esso sarà interpretato da Dean Martin, Anthony Franciosa, Shirley MacLaine e Carolyn Jones. Perciò, da ogni parte, non mancano buone notizie in materia di produzione.

"Ten Commandments" Paen of Praise Continues Around the World.....

We have long said that whilever there is a Paramount we shall be hearing great and wonderful things about Cecil B. DeMille's masterwork. Below we give you three more chapters in the continuing story. One is from Bangalore in India; another is from Kingston in the British West Indies; the third is from Auckland, New Zealand.

From BANGALORE

Paramount General Manager Vaidyanathan's cable reads: FRIDAY'S OPENING OF "COMMANDMENTS" AT PLAZA, BANGALORE, TRULY MEMORABLE EVENT. WE WERE COMPELLED TO SELL A FEW EXTRA SEATS OVER CAPACITY TO SATISFY A RATHER ADAMANT SECTION OF THE DISAPPOINTED CROWD WHO EAGERLY WAITED FROM MORNING. RECORD BREAKING RUN AND TOP GROSSES ASSURED.

From KINGSTON

Mr. Smeeden, of Carib Theatres, cabled: EXCELLENT PREMIERE "TEN COMMANDMENTS" LAST NIGHT (March 26) CARIB THEATRE. AUDIENCE UNANIMOUS IN PRAISE OF THIS GREAT PICTURE AND ANTICIPATE MOST SUCCESSFUL KINGSTON RUN.

From AUCKLAND

Paramount General Manager Stanley H. Craig cabled: AUCKLAND SATURDAY AND MONDAY CAPACITY ALL SESSIONS WITH HUNDREDS TURNED AWAY. BEST GROSS IN EMBASSY THEATRE'S HISTORY. ADVANCE RESERVATIONS FORECAST SAME CAPACITY NEXT SEVERAL WEEKS.

Be sure and turn to Page 37 for an indication of the next momentous production venture of Dino De Laurentiis. He now plans to bring to the screens of the world the inspiring and the nation-building life of Simon Bolivar.

MONTH AFTER MONTH, YEAR AFTER YEAR, THE GLOWING STORY OF "THE TEN COMMANDMENTS" ROLLS AROUND THE EARTH

Early this month it came to the great city of the ages, Athens, where Cecil B. DeMille had visited to and from his journey to Egypt. And here, in three of the fine theatres of Mr. Savas Pylarinos -- the Star, Astor and Select -- it proved to be a real sensation. The cable from Henri Michaud, based on reactions from audience and press, said - "We can look forward to record results."

From the Philippines comes news of an overpowering nature. Some time before the end of March, the Galaxy Theatre will have completed the 6th Month of its run with the great picture, and already a fitting celebration is scheduled. But before then came this cable to Mr. J.E. Perkins in New York from Manila Manager A.S.Velasquez: "COMMANDMENTS" PASSED ONE AND A HALF MILLIONS GROSS ON ITS 167th DAY AT GALAXY, A RECORD I AM SURE WILL NEVER BE TOPPED IN THE PHILIPPINES

And from many other parts of the world the great news continues. It is very evident that we shall be reporting great "Ten Commandments" news for many a long year to come.



MAR DEL PLATA, Argentina — Now has come the turn of this great South American republic to see the mighty Cecil B. DeMille production, and our camera shot above depicts the great throng of Mar del Plata picturegoers lined up to purchase tickets for the showing at the Roxy.



ROCKHAMPTON, Australia - At Connon Park Airport, Managing Director R.L.Graham, centre, and General Sales Manager G.M. Nacard, second from right, are greeted by, from left, Param't salesman Jim Train, Reg Foster, Birch, Carroll & Coyle supervisor; and Ashley Cooper, manager of BC&C's Wintergarden Theatre. Occasion was the inauguration of the Wintergarden with "The Ten Commandments."

BELOW

Lunch-hour screening of the trailer for "The Ten Commandments" in the auditorium of Stewart's Store, Rockhampton.





CHIENGMAI, Thailand - This truly imposing display adorned the front of the Suriwongse Theatre when "The Ten Commandments" was presented there to a measure of success absolutely unprecedented in the glowing history of the theatre. Previous record holder was "The Greatest Show in Earth," which ran for 14 days. "Commandments" not only ran for 21 days, but doubled the gross business of "G.S.O.E."



SALZBURG, Austria - Front of the Stadt-Kino here during first-run engagement of "The Ten Commandments." Success of this engagement is without precedent in the motion picture history of Austria.

And now RANGOON....

To the network of astounding premier news that India General Manager K. S. Vaidyanathan has been reporting on "The Ten Commandments" over the past two years - must now be added the news from Burma. Here is his cable relating the impact of the great picture in Rangoon:

"COMMANDMENTS" OPENED TODAY EXCELSIOR RANGOON AMIDST TUMULTUOUS APPLAUSE FROM ENTHUSIASTIC CROWDS WHO ASSEMBLED SEVERAL HOURS BEFORE SHOW TIME. COMMENCING WITH DEMILLE'S INTRODUCTION WHICH RECEIVED VERY BIG OVATION, PATRONS LOUDLY CHEERED AND CLAPPED HANDS INNUMERABLE TIMES THROUGHOUT PERFORMANCE. BOTH SHOWS COMPLETELY SOLD OUT TODAY. JUDGING FROM UNPRECEDENTED ADVANCE BOOKINGS AND THE SPONTANEOUS AND MOST HEARTWARMING AUDIENCE REACTION WE EXPECT EXTENDED RUN AND RECORD BREAKING GROSSES.

- VAIDYANATHAN



At right is Mr. Chao Suriwongse Na Chiengmai, proprietor of the Surawongse Theatre. In the background is a further indication of the great showmanship ability of this eminent Thai exhibitor. This massive display, pointing to "The Ten Commandments," was erected along the ancient gate of the City of Chiengmai. Accompanying the exhibitor is Paramount's Thailand Manager, Mr. Chana Chaikijkarana, who has a pretty wonderful sense of film showmanship also.

MARSEILLES AND OTHER FRENCH CITIES DISPLAY MAGNIFICENT SHOWMANSHIP ENTERPRISE FOR "THE TEN COMMANDMENTS"



MARSEILLES - Everything about the showmansnip campaign for "The Ten Commandments" in this city was wonderful, but acco-ding to Henri Michaud, in charge of the great picture for Continental Europe, the especial pride of the publicists here were the illuminated, 3-sided panels which surmounted 50 of the city's most prominent newspaper kiosks (like the one illustrated here). These panels were neon-ringed, and had a 3-stage lighting system which rivetted the attention of the tens of thousands of pedestrians.



LILLE - Here's the scene at the Roxy resulting from the expert showmanship campaign on "The Ten Commandments" in this city. The line, 6 persons wide, extended around the corner and far down the other street.



TOULOUSE - The Varieties Cinema had plenty of occasion to be thankful for the effectiveness of this superb front of house display for "The Ten Commandments." Day after day, crowds like the one depicted streamed to the theatre's box-office.

THE SUPERLATIVE tradition of showmanship made standard with the premiere of "The Ten Commandments" at the Paramount Theatre in Paris many wonderful months ago, is being upheld in all French cinemas showing the timeless production.

We present on this page merely a few examples of this, and promise that more will appear here from time to time .



NANCY - No matter in what part of France, "The Ten Commandments" is synonymous with crowds. And not just crowds, per se, but crowds with the one objective in mind of getting into a theatre to see the mighty film which is Cecil B. DeMille's heritage to the world. Above is the crowd scene outside of the very popular Colisee Cinema here.



RIGHT

MARSEILLES - Two views of the Capitole, and the crowds attracted to "The Ten Commandments" by one of the mightiest showmanship campaigns in this city's history.

BRITISH SCENE IS HIGHLIGHTED BY RELEASE OF FINE NEW PARA. PRODUCT



PARAMOUNT PICTURE PRODUCED IN LONDON

Unforgettable scene from "The Man Who Could Cheat Death," Hammer production in Technicolor for Paramount release. Picture was produced by Michael Carreras, directed by Terence Fisher, and stars Anton Diffring, Hazel Court and Christopher Lee. This scene shows a terrified Janine (Hazel Court) witnessing the ghastly change taking place in Georges Bonner (Anton Diffring) as he finds his last supply of "elixir" gone, with the scores of held-back years now pouring down in a flood and turning him into a withered, bent and scabrous old manof 100 years plus. Barre Lyndon wrote the original stage-play on which the super-thrill picture is based.



LONDON - Paramount's Plaza came up with a new winner last month when long-line queues were attracted by "The Baited Trap" (British title for "The Trap").



And after "The Baited Trap" had had its fine scheduled run, the Plaza 'regulars' who know that a Paramount picture at the Plaza means "The best show in town," were back for the treat of seeing Sophia Loren and Anthony Quinn in "The Black Orchid." (Note the queues extending East and West).



NEW YORK - Vera Miles leaves for London via Pan American Jet Clipper to co-star with James Mason and George Sanders in "A Touch of Larceny," which will be a Paramount release.

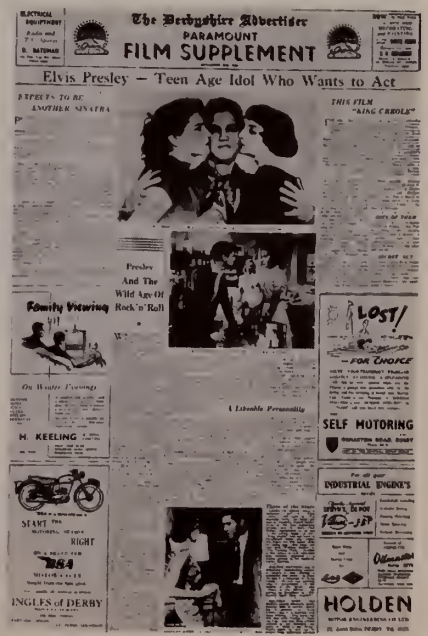
HOWARD HARRISON TO BUY FOR PARAMOUNT

James E. Perkins, president of Paramount International Films Inc., announces that his corporation has secured the services of Mr. Howard Harrison, of Export Film Associated Ltd., as its representative to negotiate for acquisition of British and foreign films (of outside producers) in all parts of the world for Paramount distribution.

Mr. Harrison will operate from 170 Wardour Street, London,W1.



LONDON - A Paramounteer whose forthright and useable publicity throughout the United Kingdom translates into terms of many tens of thousands of dollars, is Peter Barnes, a most valuable member of Tony Reddin's staff. That's Peter at right, looking not a day older than when he joined the Paramount forces 22 years ago.



DERBY - This is full-page cover of the very special supplement in The Derbyshire Advertiser secured by Exploiteer Charles Wilson, the Para-showman covering that territory. This page deals with "King Creole," the following page with "The Matchmaker," and the entire supplement was a tie-in with the great national interest engendered by the series of Affirmation of Faith meetings throughout the United Kingdom.

INTERNATIONAL PERSONALITIES IN THE PARAMOUNT SCENE

* * * * * * * *



SINGAPORE - Mr. Loke Wan Tho, head of the Cathay Organisation, has conferred on him the high honour of Officer of the Royal Order of Cambodia. Presentation was made by His Royal Highness Prince Norodom Sihanouk. In the background is H.R.H.Prince Norodom Vakrivan, Chief of Protocol of the Cambodian Government.

The award was made on behalf of His Majesty the King of Cambodia, and was given to Mr.Loke as "a friend of Cambodia," and in recognition of the part played by him in the compilation of the book "Angkor," written by the Rt.Hon. Malcolm MacDonald, British High Commissioner in India, and illustrated by Mr. Loke.



BOGOTA, Colombia - Group at cocktail party in honor of Dino De Laurentiis (left) who was in the country in connection with plans to film the life of Simón Bolívar. In centre is Dr.A.Laserna Pinzón, important exhibitor. Partly hidden is Mr. A. Escallón, producer of the local newsreel. At right is Mr. Ricardo Canals, manager of Paramount-Colombia.



NEW YORK --- Prince Aly Khan with Danny Kaye at the special showing of "The Five Pennies."

HOLLYWOOD - Sophia Loren is so avid for news from her native Italy that reads Italian publications right on the set of her current picture, "Heller With A Gun." The publication in this instance is the renowned 'Oggi.'



WELLINGTON, New Zealand - A quartette of notables at the special preview of "The Ten Commandments" here. From l. to r.: Roman Catholic Archbishop J. N. Liston, of Auckland; General Manager S.H.Craig; Mr.Robert J. Kerridge, Managing Director of Kerridge Odeon; Paramount Publicity Manager J.Williams.



SINGAPORE - Anne Baxter,one of the top stars of "The Ten Commandments," stopped off here recently on her way back to Hollywood from a picturemaking assignment in Australia. Above she is a guest of the Cathay Organisation at lunch, and is pictured shaking hands with Ting Lan, Hongkong Chinese film actress. In centre is host Lim Keng Hor, executive of the Cathay Organisation.





HOLLYWOOD - Anthony Quinn, co-star (with Sophia Loren) of "Heller With A Gun," pauses for a few minutes to chat with Jennie Dhont, Hollywood representative of the renowned Belgian film publication, Cine Revue.



HOLLYWOOD - Lilli Palmer, co-star, with Clark Gable, of "But Not For Me," has all throughout her successful film career kept in touch with the motion picture pulse of the world. Above she is reading the picture in Germany via "Film Revue."

Lilli will next appear with Fred Astaire in the Perlberg-Seaton production of the Broadway stage success,"The Pleasure of His Company," and has been signed for four additional pictures.



HOLLYWOOD - Ruth Waterbury, president of the Hollywood Women's Press Club, was very happy when the Club recently played host to Dino De Laurentiis and Van Heflin and heard at first hand the story of the making of "Tempest." At the conclusion of the luncheon, De Laurentiis headed a questions and answers session.



ROCKHAMPTON, Australia -- Bill Crane of Radio 4RO (right) interviews Mr.H.R.Gardner of Queensland legislature at the Wintergarden Theatre premiere of "The Ten Commandments."

NEW YORK - At "Five Pennies" showing, Danny Kaye exchanges notes with two who will have much to do with film's showmanship -- Jerome Pickman,at left, and Martin S.Davis, at right.



CAMERA VIEWS OF INTERESTING EVENTS IN THE ORIENT



SINGAPORE - Picture taken at 'Mallaig,' home of Mr. Loke Wan Tho (head of the Cathay Organisation) of February 14th last, when His Royal Highness Prince Norodom Sihanouk, the Prime Minister of Cambodia, on behalf of His Majesty the King of Cambodia, conferred on Mr. Loke the Order of Officer of the Royal Order of Cambodia. (see opposite page).

A presentation was also made to Mrs. Loke Wan Tho, shown above receiving her present from H.R.H. Prince Sihanouk. At left are Lady Scott (wife of the British Commissioner General for South-East Asia), and Tun Lim Yew Hock (Singapore's Chief Minister). In centre is Mrs. Lim Yew Hock, and at extreme right is Mr. Loke Wan Tho.



BANGKOK - Their Majesties the King and Queen of Thailand receive in the royal palace Mr. J.E. Perkins, president of Paramount International Films, and Mrs. Perkins. Also Far East Supervisor S.A.Henriksen, in rear centre. This auspicious meeting, testifying to the high esteem in which Paramount is held in Thailand, took place during Mr. Perkins' recent business journey through the Orient.

Jerry - Terrific!

That Jerry Lewis has become a tremendous box-office bet in the Orient is instanced in this letter to Paramount International President James E. Perkins from Far East Supervisor S.A.Henriksen:

> Here's news that "Geisha Boy" first-run Hongkong outgrossed all previous Martin and Lewis and Jerry Lewis pictures. It has furthermore outgrossed outstanding pictures like "Shane," "Knock On Wood," "Rear Window," "To Catch A Thief," "The Man Who Knew Too Much" and "Vertigo."
>
> This is a wonderful result and I hope that we get many more of his pictures.



RIGHT

HOLLYWOOD - Marlon Brando, who has travelled extensively in the Orient, and who is ever avid for trend news and constructive reactions to his film offerings, chats on the set of "One-Eyed Jacks" with the eminent author and film critic of The Times of India -- Mr. J. C. Jain. Speaking here as both star and director. Brando tells his guest of the many unusual facets of "One-Eyed Jacks," which certainly looms as a milestone film on the Paramount calendar of product.



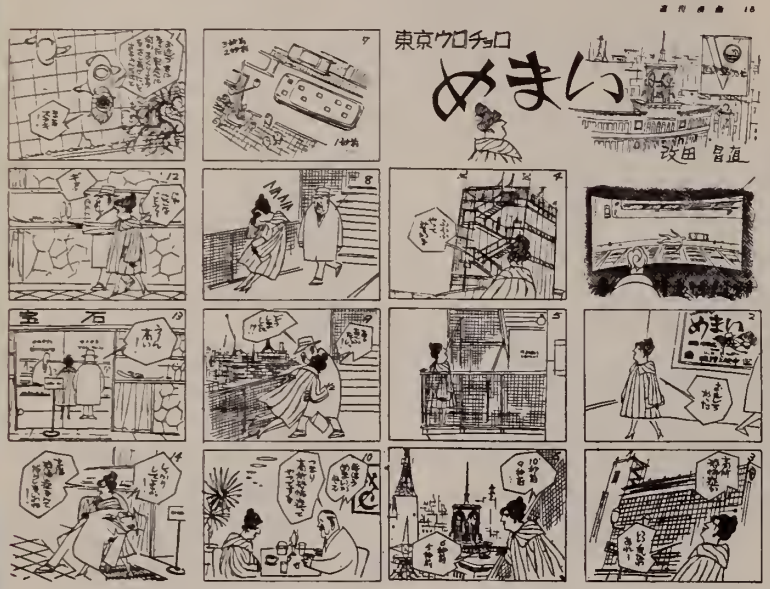
TOKYO - A very effective piece of showmanship for "The Ten Commandments" at Shibuya Station, where hundreds of thousands of subway travelers pass daily. Milanoza Theatre was the advertiser.

Mr. S. A. Henriksen, Far East Supervisor, announces the appointment of Mr.Mahmood Ali Khan Akter as Paramount manager for Pakistan.

He assumes the post made vacant recently by the death of Mr. Abdul Latif.

Paramounteers everywhere bid Mr. Khan Akter a most cordial welcome to Paramount.

"Vertigo" in Japanese Cartoon Form.



Alfred Hitchcock's "Vertigo" inspired this two-page cartoon in a recent issue of "Shukan Manga," a noted Japanese magazine of cartoons.

Publication followed a Paramount-inspired hint at a screening to which several noted cartoonists were invited.

According to Publicity Director T. Ise, the appearance of a Hitchcock-like character in the cartoons is proof of how well known in Japan is this director.

Also indicated is the fact that this cartoon treatment of a contemporary picture is a very real rarity.



This effective showmanship item for "The Buccaneer" will attain immense popularity throughout Japan due to a deepening interest in the sea.



And here is how Publicity Director T. Ise has adapted the "Buccaneer" eye patch for local use as a showmanship aid for the big picture.

ORIGIN OF A TITLE

If you have wondered whence came the title of the Perlberg-Seaton comedy romance, "But Not For Me," know now that it comes from the popular song lyrics, "They're writing songs of love - but not for me."

Clark Gable is the one on whom the truth dawns.

愈々公開される期待の大作「テンペスト」

本号には「テンペスト」の偉大さを立証する実質的なニュースを掲載した。アメリカの映画観客たちは遂にイタリヤ映画史上のあらゆる記録を打ち破った、この強力なディノ・デ・ロレンティス作品を見ることを得た。この映画は全米の主要都市で公開され、その興行成績から推すればこれはパ社にとつて過去の興行記録を破り得る黄金作品となる事は疑いないと思う。

ジョージ・ウェルトナー氏 ラテン・アメリカ地区の視察旅行を終えて帰国

今月本誌でお伝えするニュースの一つは、ジョージ・ウェルトナー氏がラテン・アメリカ地区の視察から帰国された事で、同氏の今度の旅行に依つて得られた成果は今後数ヶ月の営業成績の上に輝かしい影響を齎らすであろう。旅行時間の長いことでは これまた一方の雄であるパラマウント・インターナショナル社長ジェームス・E・パーキンス氏は、極東の視察旅行から帰国されるや直ちに今度は南アフリカへの長期旅行へと出発された。今度の旅行日程には、これまで本欄ではあまり話題となる事のなかつたアフリカ諸国が多数含まれて居り、パーキンス社長が四月ニューヨークに帰着の暁には是等の国々のニュースが諸賢に齎らされる事と思う。

パ社と新契約を結ぶピナ・ペリサーとフェス・パーカー

愈々面目を新たにしたハリウッドのパ社撮影所から配役についての重要ニュースが数日前送られてきた。第一は「片眼のジャックス」で一躍マーロン・ブランドの相手役に抜擢され国際的注目を惹いたメキシコ出身の女性ピナ・ペリサーが更に三本のパ社の映画に出演する契約を結んだこと。パ社の新作品の優秀さを示す今一つの例は、フェス・パーカーが「絞首刑執行人」と「掠奪者」に於ける力強い演技で向う六年の間に毎年二本づつ、合計十二本のパ社映画に出演する契約を結んだ事である。この他にパールバーグ＝シートン製作の「彼と共に過す歓び」、アルフレッド・ヒッチコック製作の「判事に保釈なし」に関しても重要な発表が目下用意されている。この二作品共数ヶ月前の「映画産業の将来に対する信念」の会議の際発表されたものである。

素晴らしく好評の完成新作品

一方新作の優れた出来栄えによつて将来に対する非常に楽観的な見通しが引きつゞき優勢で、数週間前、「ガンヒルの決斗」のニューヨーク市の新聞関係の試写が行われたが、批評家及び映画記者の間で熱狂的な反響を巻き起した。他に「片眼のジャックス」、ジェリー・ルイスの「船を見棄てるな」、クラーク・グイブル、リリー・パルマー、キャロルベイカー、リー・J・コッブが主演するパールバーグ＝シートン製作の喜劇「僕は御免だ」、「掠奪者」の試写報告について云つても、我々が耳にしているのは最高級の讃辞ばかりである。またソフィア・ローレン、アンソニー・クインの大作「拳銃をもつ悪魔」、今年ハリウッドが製作する最も強烈なドラマ「キャリア」の製作進行状況に関しても撮影所から称讃の言葉が寄せられている。後者はディーン・マーティン、アンソニー・フランシオーザ、シャーリー・マクレーン、カロリン・ジョーンズが主演する。

どの製作部門からも喜ばしい製作ニュースが陸続と来つゝある事は嬉しい。

		×			×
	×			×	
×			×		
	×			×	
×			×		
	×			×	

Japan's Paramounteers promise truly wonderful accomplishments with "The Buccaneer."

"TEMPEST" AND "FIVE PENNIES" ADD TO THE GAY NEW YORK SCENE





AT THE "FIVE PENNIES" SCREENING

Sidney G. Deneau (left), vice-pres. of Paramount Film Distributing Corp., is shown at the preview with Sam Goodman, Century Circuit executive, and Mrs. Goodman.



Following the screening, there was a supper party at the Park East. This group at the party comprises, (l to r), Danny Kaye, Paramount President Barney Balaban, World-Wide Sales Head George Weltner and Eastern Production Manager Russell Holman.

(PS. Danny is not reaching for a gun.)





Exchanging reactions to the magnificent box-office potentials of "The Five Pennies" in the foyer of Loew's Lexington, are George Weltner, vice-president of Paramount Pictures Corporation in charge of World-wide sales, at right, and Eugene Picker, president of Loew's Theatres Corporation.



At post-screening party following "The Five Pennies," Danny Kaye assists Mrs. Hugh Owen in celebrating her birthday anniversary.

—

LEFT

Also at the party, l.to r. were - George Lynch, of Schine Service Corp., Boston Branch Manager Dan Houlihan, New England Field Rep. Arnold Van Leer, Mrs. John Moore, Paramount Film Distr. Corp. V-P Hugh Owen, and Eastern Div. Mgr. John G.Moore.

Scene in the office of world-wide sales head George Weltner (left) after presentation of a set of gold cufflinks to Van Heflin (seated at right) for his wonderful sales efforts in behalf of the pre-selling campaign on "Tempest." Mr. Weltner appears to be comparing the gift links with a pair he is wearing and which were a gift to him from one of the many parts of the world he has travelled in on Paramount's behalf. Looking on are advertising-publicity executives Jerome Pickman (centre) and Martin Davis.

CONCERNING "THE FIVE PENNIES"

Mr. Weltner's Words

This is the message that Mr. George Weltner sent by telegram and cable to Division Managers all around the world:

LAST NIGHT'S FULL SCALE NEW YORK PREVIEW OF "FIVE PENNIES" ONE OF THE GREATEST MOTION PICTURE EVENTS IN RECENT YEARS. THE PICTURE IS CONCEDED BY ALL AS THE GREATEST DANNY KAYE EVER, ONE OF THE GREATEST MUSICALS OF ALL TIME, AND NOT ONLY DOES IT TAKE ITS PLACE WITH THE BEST THAT PARAMOUNT HAS EVER DONE, BUT THE BEST THAT THE INDUSTRY HAS EVER ACCOMPLISHED. THIS IS A HAPPY DAY FOR PARAMOUNT.

- GEORGE WELTNER



Happy group at the Park-East following the highly successful screening of Danny Kaye's "The Five Pennies." With Mr. Barney Balaban are Mr. and Mrs. Ed Weisl (he is a director of Paramount Pictures Corporation), and at left, and second from right, are their son and daughter-in-law, Ed,Jr. and Reyna Weisl.

We cannot ever remember a film that we think will make the world happier than Danny Kaye's THE FIVE PENNIES will. And Paramount has it!

Company president to personnel manager: "We must get some promising young men into the organization. It's the only way we can attract secretaries!"

*Arkansas Baptist



With "Shane" newly in re-release, Bantam Books, Inc. has published a brand new edition of the Jack Schaefer novel upon which the Paramount picture is based. The new edition, with cover (above) in full color, is timed for distribution with the re-release of the film.

"Shane," directed by George Stevens, co-stars Alan Ladd, Van Heflin, Jean Arthur, Jack Palance and Brandon De Wilde.



"THE TRAP" HONORED

Norman Panama (left), director and co-producer of "The Trap," and Earl Holliman, co-starring in the picture, receive a certificate of merit for the film from Mrs. William A. Burk, president of the Southern California Motion Picture Council. "The Trap," now in world-wide release, won February honors from the council.

TUNE IN WCPO: AM-FM-TV THE CINCINNATI PO

Gifts for Harlan



GOOD NEIGHBOR POLICY—Mrs. John Davis and William Otto of Paramount Pictures collected gifts along Film Row on Central parkway for the people in need in Harlan, Ky. Besides clothing, they collected $51 which was used to buy 18 cases of canned foods. Firemen of Falmouth, Ky., Mrs. Davis' home town, will distribute the gifts.

The Cincinnati column below makes mention of some splendid self-sacrificing work done by Paramounteers Nora Davis and Bill Otto. Above is recognition paid them by the Cincinnati Post-Times Star.

CINCINNATI Branch Manager Don Hicks held a very interesting meeting outlining details of the recent Managers' meeting held in Philadelphia by Messrs. Hugh Owen, E. C. DeBerry, and John Moore. He went over the new product coming up, reviewed statistics showing our progress in relation to other branches, and planned our attack to make a good account of ourselves in the Golden Opportunity push and the Hugh Owen March Short Subject Drive.

Deals and dates on "The Ten Commandments" are pouring in and the grosses on the engagements played to date are amazing and almost unbelievable.

Don't believe we've mentioned it before, but Carol Thompson, Branch Manager's secretary will become Carol Fahrnbach on May 2nd. We're all looking forward to the wedding.

The Flu bug has hit the Cincinnati Branch - the latest victims being Ruth Gruener, Ledger Clerk and Mary Carnes, Assistant Cashier. And Morris Hail, Booker, has been away from his desk for three weeks. He had to undergo surgery --- but is doing fine and expects to return soon.

Two of our employees performed a good neighbor duty last week - The folks in Harlan, Ky. have been hit hard by the closing of mines. Unemployment is at its peak and the people are pleading for food and clothing. Nora Davis, Clerk, and Bill Otto, Assistant Shipper, forfeited their lunch hours and solicited used clothing and money along Film Row. The money was spent for groceries and two truckloads were delivered to the Fireman at Falmouth, Ky., Nora's hometown. A picture of Nora and Bill appeared in the Cincinnati Post - Times Star, surrounded by their packages, and is reproduced herewith.

--Lillian Ahern

Your editor, on a recent trip to California, dug up some very interesting personal material in the studio and will present it as a special article in next month's issue. All about some people who are very much in the national spotlight today, but who were not quite so important at the time whereof we shall report.

CONTINUED FROM PAGE 6

CHARLOTTE The late Fred Allen once said, "You live only once, but if you work it right, once is enough." In the category of working it right, I would certainly place serving Paramount.

It was in March of 1939 when I joined this fine corporation in Atlanta, Georgia, later coming to the Charlotte Branch in 1944. Back then, eggs were 25¢ a doz., bacon and coffee 25¢ a lb. Edward R. Murrow was coming into prominence with his up to the minute radio broadcasts of Hitler's rampages. The younger set was listening to Frank Sinatra's "I'll Never Smile Again", with Tommy Dorsey's Orchestra. Paramount salesmen were selling, to name a few: CAFE SOCIETY, Madeleine Carroll and Fred McMurray; THE BEACHCOMBER, Charles Laughton; NEVER SAY DIE, Martha Raye and Bob Hope; THE LADY'S FROM KENTUCKY, George Raft and Ellen Drew; SIX HOPALONG CASSIDYS, BULLDOG DRUMMOND SERIES.

I never would have known the wonderful people I have been associated with over the years had I not come to work for Paramount. They have been happy years for which I am most grateful, and I hope to work many more. You can understand why I could not let my anniversary pass without a few remarks, and to express my appreciation for the opportunity.

Have you ever tried to play "Flight of the Bumblebee" on a keyboard covered by a sheet? Well, Jerry Ball, nationally known marathon pianist of Charlotte, does that and many other tricks when he plays sometimes as long as 12 hours to raise money for the MARCH OF DIMES. You name the tune and donate $1 to the cause and Jerry plays it. He has a memory for hundreds of songs. He may be suspended by a crane 40 feet in the air or rolling down the sidewalk, as he plays. This good samaritan is credited with raising $150,000 since 1949. He also plays for Heart and Cancer and other drives. He is Public Relations Mgr. for Esso Standard Oil Co. who willingly loans him to travel over the country to help raise money for worthy causes. He was guest speaker and entertainer at the WOMPI Club's February Luncheon where it was my pleasure to meet him. Our city is very proud of this fine American.

A two-time winner is Weber Howell, Office Manager. In December, at a time when he said he needed it most, he won the $100 Buck of the Month prize. Again in January his name was drawn as the winner of the $50 Lucky Six prize.

--Mildred Hoover

Unprecedented business and happy exhibitors, this is the continued story of THE TEN COMMANDMENTS. This great picture is proving over and over again that it is the greatest picture from every standpoint that the industry has ever known. We are continuing to sell the remaining conventional theatres and drive-ins that we have not played, and our goal is nothing less than 100% payoff in the Charlotte territory.

(Continued on Page 24)

HIS CAREER BEGAN HERE

WORLD-WIDE SALES DIRECTOR GEORGE WELTNER SURVEYS THE LATIN AMERICAN MARKET

Whenever George Weltner, Paramount vice-president in charge of Worldwide Sales, goes to South America on business, it is always hard work - but work that's filled with a nostalgic sense of pleasure. For it was in South America that Mr. Weltner really began his Paramount career more than thirty-five years ago, and it's a vast land filled with many wonderful memories and many fine and durable friends. Going there (and he has been there an almost countless number of times) is always a fresh thrill.

Mr. Weltner has just returned to New York from such a visit. The journey took him down the East Coast, across to Chile, and up the West Coast to Panama, thence back to New York. In Rio de Janeiro he was joined by Latin American Division Manager Henry B. Gordon, who accompanied him all the way to Panama, then returned to his base headquarters in Sao Paulo, Brazil.

In both Rio de Janeiro and Sao Paulo, Mr.Weltner was able to Participate in vital advance planning



LIMA - One of those eternal customs clearances conferences is engaged in between (l. to r.) Lennart Bjorck, Henry B.Gordon and George Weltner as the latter two arrive in Peru from Chile as part of Mr. Weltner's survey journey around South America.

Crossing the Andes to Chile has always been high adventure to Mr. Weltner, and the most recent trip in connection with the advent of "The Ten Commandments," and it was a matter of great pride and satisfaction to him that the ties of friendship and cooperativeness made many, many years ago have endured and grown through the passing years. Results of surpassing greatness are anticipated from the presentation of the mighty Cecil B. DeMille picture throughout the great Republic of the United States of Brazil, where the name of Paramount appears to be enjoying a fine degree of prestige.

A similar state of affairs was found by Mr. Weltner in Argentina, where already "The Ten Commandments" is carving immensely satisfying records.



PANAMA - Group at the reception held in Mr. Weltner's honor at the El Panama Hilton Hotel. From left: Paramount Manager Mario Ghio, Mr. Sylvan Lowe, Latin American Division Manager H. B.Gordon, Mr. Weltner, Mrs. Sylvan Lowe, of the Bellavista Circuit; Mr. Francisco Fabrega,Manager of the Central Circuit; Mr. Paul Wir, and Dr. and Mrs. Ludwig Strauss.



PANAMA - Group at the reception in Mr. Weltner's honor at the El Panama Hilton Hotel. In centre is Mr. Francisco Fabrega, manager of the Circuito Central. At right are the Italian Ambassador to Panama, Dr.Mario Majoli and Mrs. Majoli.

proved to be no exception. Also no exception to the regular rule was the wonderful hospitality extended in Chile, where top exhibitor Benito del Villar still manifests a great bond of affection for the Paramount he has known so well for decades. In Chile, also, the accomplishments of "The Ten Commandments" are a subject of top national prominence.

In Peru, Mr. Weltner was able to see at first hand the perfect releasing arrangement Paramount now enjoys through the medium of a trio of ace theatres, and the fine, capable control exercised here by Manager Lennart Bjorck.

In Panama, where Manager Mario Ghio was a fine host, the travellers were joined by Richard Nathan, from his supervisory post in the Central American republics, and got a first-hand conditions report from him.

Editor's First-Hand View

PROMISED NEW PRODUC
COMING ALONG MAGNIFI

Early this month your editor was in California on a personal visit and just happened to be in the vicinity of the Paramount Studio. What was more natural than to drop in and see how the now-internationally known Affirmation of Faith was being translated into solid-socko product.

He saw four really major pictures in work!

No ordinary pictures, these - but hefty marquee majors, with top stars, ace entertainment qualities and every other attribute which was around in the film world when we coined the phrase - "If It's A Paramount Picture, It's the Best Show in Town!"

The four pictures were:

BUT NOT FOR ME

CAREER

ONE-EYED JACKS

HELLER WITH A GUN

On the basis of knowing the stories in advance, watching actual production on the sets, and viewing the daily 'rushes,' here is how these particular productions appear to this reporter:

BUT NOT FOR ME

Ever since their emergence as top-level producers of film entertainment for the world, William Perlberg and George Seaton have studied audience trends and tastes all over the world. As nearly as anyone can judge these days, they know what film fans want, and collectively they seek to provide it. A prime example of this supply is the hilariously funny "But Not For Me." This comedy reverses a recent trend in which old man wins young girl,by having the young girl hurl herself at the middle-aged man, appear to be winning -- and then be tossed neatly and securely into the nuptials business with the young man she naturally belongs with. The picture radiates fun, contains crackling abounds with saucy situations and will m glad they spent the money to see it. Per right down the line by Clark Gable, Carr Lilli Palmer, Lee J. Cobb, Barry Coe, Th and Ton Duggan are tops in every departm is a film in the best tradition of enter

CAREER

This is the fascinating story of an i dedicated actor and the people he meets, ences, on his long climb to success. It told by producer Hal Wallis with all of and competence that have made Mr. Wallis standing name where box-office results a ned. Anthony Franciosa plays the dedica and Dean Martin, Shirley MacLaine and Ca enact the roles of a trio of three-dimen characters who profoundly influence his career. The first is an opportunistic st tor; the second a wealthy dipsomaniac wh him but cannot hold him; and the third i appointed actress turned actors' agent. ground is New York City's Broadway, the ble lure for new talent; and producer Wa made this element seem still more real t in the picture two of his newest potenti Joan Blackman and Donna Douglas. Both ar glowing performances, the same term beir ble to the four principals.

ONE-EYED JACKS

All over the world the eyes and the e filmgoers are on Marlon Brando. Here is most 'electric' personalities to zoom t

AUDREY HEPBURN'S NEX FOR PARAMOUNT.....

Audrey Hepburn, talented Academy-award-winning been definitely set to star in Alfred Hitchcock's " the Judge" which is scheduled to start at Paramount

Miss Hepburn thus will return to the studio whe gained film fame in her first major motion picture, Wyler's "Roman Holiday," and won an Academy Award a actress of the year. Subsequently she starred in "S and Peace" and "Funny Face" at Paramount.

"No Bail For the Judge" is based on the suspens Henry Cecil, best-selling English mystery writer. H both produce and direct. He has already completed e search on the picture in London.

SEEN ENTLY

No progressive story ever is complete...Even this one will have had more details added to it before the presses stop printing it.

in all the long history of motion pictures. In "One-Eyed Jacks," his first picture for Paramount release, Brando is not only the star, he is also the director. Watching him direct this picture is an experience without precedent in film-making history,and it is most evident that this great production which his skill is bringing forth, is likewise without precedent. Brando is in every essence a perfectionist. Nothing in the making of the film escapes his attention; no nuance is missed; no sound or gesture is overlooked. And despite thefact that comparisons are usually termed odious, mention must be made of the number of times in which the name "Shane" arose - on the set, in the screening rooms, and throughout the studio generally. There appears to be not the slightest doubt that one of the most remarkable and memorable motion pictures in all film history is in the making with "One-Eyed Jacks."

HELLER WITH A GUN

On one of the many colorful sets of this picture, Sophia Loren and Anthony Quinn were eager for news about "The Black Orchid" from any part of the world that we could supply it. Since you already know the news, you don't have to be told of our answer. But yoh can be told that this foray of a troupe of actors into the Indian badlands of the very Wild West, under the sex-sational leadership of Miss Loren, is one of the most entertainment-plus pictures to bear the Paramount Trade Mark in a very long while. Not only does it have excitement, intrigue, romance and thrills,but it has a bunch of surprise twists that hit so suddenly that audiences everywhere will gasp. Sophia's costumes in many instances are the last word; and in some, they are the last shred -- to the delight of audiences everywhere. Quinn and Miss Loren are of course superb; but keep a weather eye on newcomer Steve Forrest as a gunman you'll never forget; on Margaret O'Brien, entrancing now that she's an adult; and on old-timer Edmund Lowe who should be in a great many more pictures as a result of his work in this one. George Cukor, who recently directed "Wild Is the Wind," is packing plenty of his renowned skill into "Heller With A Gun" --- and the Technicolor is breath-taking.

PICTURES ALSO TELL THE STORY. Scenes illustrating some of the pictures detailed on these two pages will be found in what amounts to a continuation of this report --- on Page 34. They also tell a happy product story.



ONE-EYED JACKS

Marlon Brando the director is as fine a star as Marlon Brando the actor. Only the cast and the production staff of this memorable picture will have the visual proof of this — but the whole wide world will know it from the proven, tangible result — the entertainment film,"One-Eyed Jacks."

But a top major studio is not alone concerned with making current pictures - it is forever busy planning and preparing for new ones. And at Paramount there was major attention being given to such immediate future projects as "The Mountain Is Young." When we were there, the unit had just returned from Nepal, and the results of the findings of the individual members were being translated into practical plans for this major undertaking. From many observations it is unmistakably evident that one of the towering titans of 1960 is in the making with "The Mountain Is Young." Advance planning will take up to September, and in October actual filming in Nepal and neighboring countries is expected to begin.

Meanwhile, of course, the studio was abuzz with news about three recently-completed films. Hal Wallis' "Don't Give Up the Ship" had been given an official okay by Washingtom, and the officials themselves had expressed delight over "the funniest of all Jerry Lewis comedies." In the last stages of editing was "The Jayhawkers," and the word was very evident that this Panama-Frank thriller of the lawless West was tops in entertainment, with Jeff Chandler, Fess Parker and Nicole Maurey giving pe-formances of utmost realism.

Finally, there was on display a stack of postcards, weighing about a pound and a quarter, but as valuable as a pile of uranium of comparable size. They were the cards collected after the sneak preview of Danny Kaye's "The Five Pennies" at the Paramount Theatre in San Francisco. Never before had a picture of this delightful type produced such a crop of sheer ecstasy --- ecstasy for the producer, ecstasy for the distributor, and ecstasy for the exhibitor. (Some of the quotes appear on Page 5).

Verily indeed, Grand New Product is Acomin'

****

Thrilling, Magical Music Highlights "The Five Pennies"



Out of a friendly challenge in an out-of-the-way night-club comes the mightiest trumpet-playing that the world has ever heard.

TEAMING OF LOUIS ARMSTRONG WITH DANNY KAYE WAS SHEER MAGIC. THE MUSIC THAT FLOWS FROM THEIR CORNETS WILL TAKE THE WORLD BY STORM



Even though some of your fondest dreams fail to materialize, you can be thankful that many of your nightmares don't come true either!



NEW YORK - These two young players both play Danny Kaye's daughter (the same daughter), in "The Five Pennies." At right is Susan Gordon, who is 'Dorothy Nichols' at the age of five; at left is Tuesday Weld who is 'Dorothy' at the age of fourteen.

"The Five Pennies," one of the most entrancing pictures in all film history, is based on the true-life story of Loring (Red) Nichols, an orchestra leader of powerful influence in the Nineteen Twenties and Thirties.

"TEMPEST" OPENBAART ZIJN GROOTHEID AAN HET BIOSCOOPPUBLIEK.*******

Deze maand hebben wij het werkelijk feitelijke nieuws over de grootheid van "Tempest". De bioscoopbezoekers van Amerika kunnen thans eindelijk de machtige Dino De Laurentiis produktie voor Paramount gaan zien, een produktie die ieder filmrecord in de geschiedenis van de Italiaanse filmindustrie verbrijzeld heeft. De film is in verschillende belangrijke steden overal in de Ver.Staten in première gegaan, en het oordeel aan de kassa is, dat Paramount een gouden record-breker in handen heeft voor de heden ten dage geldende maatstaven.

Een van onze verslagen van deze maand gaat over Mr.George Weltner, terug van zijn tournee door het Zuid Amerikaanse gebied, en zeer enthousiast over zijn bevindingen en over de vooruitzichten, die zelfs nog beter zijn dan de situatie op dit moment. Een andere grote reiziger, Mr.James E. Perkins, president van Paramount International Films, is nog maar nauwelijks terug van een tournee door het nabije Oosten, of hij maakt voorbereidselen voor een trip naar Zuid Afrika. Hij zal op deze reis tevens een groot aantal Afrikaanse landen gaan bezoeken, die niet al te vaak het nieuws in deze kolommen uitmaken, doch dit waarschijnlijk binnenkort wel zullen doen als deze veelbereisde directeur in de loop van April in New York terug zal zijn.

Zeer belangrijke "casting" nieuwtjes komen uit de nieuwe Paramount Studio in Hollywood. Ten eerste, Pina Pellicer, de jonge Mexicaanse die in de internationale belangstelling kwam te staan toen ze werd uitgekozen als Marlon Brando's tegenspeelster in "One-Eyed Jacks", is door Paramount gekontrakteerd voor nog drie films. Een andere aanwijzing van de grote nieuwe kwaliteit welke doorgedrongen is in ons produkt wordt gevonden in het feit, dat Fess Parker, uitsluitend op de kracht van zijn vertolkingen in "The Hangman" en "The Jayhawkers", gekontrakteerd is om 12 Paramount films te maken, twee per jaar in de komende zes jaar. Er staan ook belangrijke aankondigingen voor de deur in verband met de Seaton-Perlberg produktie, "The Pleasure of his Company", en de Alfred Hitchcock produktie, "No Bail for the Hudge, beide films die ook reeds enige maanden geleden in het Paramount "Affirmation of Faith" programma werden aangekondigd.

Intussen verspreidt zich de golf van enthousiasme steeds verder door de grootheid van het nieuwe produkt. "The Last Train from Gun Hill" werd enige weken geleden voor de pers van New York City vertoond en oogstte een enorm enthousiasme onder de critici en andere filmschrijvers. En dit zelfde geluid horen wij van andere "previews", nl. "One-Eyed Jacks", Jerry Lewis' "Don't Give up the Ship", de Perlberg-Seaton komedie, "But not for me", met Clark Gable, Lili Palmer, Carroll Baker en Lee J.Cobb, en "The Hayhawkers". De studio maakt ook melding van de belangrijke produktie vordering van "Heller with a Gun", een reusachtige film voor Sophia Loren en Anthony Quinn; en Hal Wallis' "Career" zal zeker gelden als een van de sterkste drama's, die Hollywood dit jaar zal produceren. Het heeft Dean Martin, Anthony Franciosa, Shirley MacLaine en Carolyn Jones in de hoofdrollen.

Het blijkt, dat er dus genoeg goede produktie nieuwtjes zijn uit elke bron.

AUSTRALIA AND NEW ZEALAND BOTH UNDER HEAVY SUCCESS-IMPACT OF "THE TEN COMMANDMENTS"



ROCKHAMPTON,Q'land -- Groups of Catholic school children, accompanied by nuns, stream into the Wintergarden Theatre to see "The Ten Commandments" in what has proven to be the most successful engagement any picture ever has experienced in this tropical Australian city.



ROCKHAMPTON - Managing Director R.L.Graham (at right) and General Sales Manager G.M.Nacard,study the Bulletin's "Ten Commandments" supplement (see bottom of page).

BELOW

WELLINGTON,N.Z. - The superb buffet spread in the lounge foyer of the Embassy Theatre following the special screening of "The Ten Commandments."





WELLINGTON, N.Z. - Preview screening of "The Ten Commandments" here before top government representatives, and representatives of all religious faiths, as well as the press and radio, was the most successful film presentation of its kind in New Zealand history. Praise in behalf of the great picture was kindled in every section of the community, and interest in the picture on the general public level has proven to be overwhelming. Shown above at the screening are, from left to right: Rabbi A. Astor, Robert J. Kerridge, Managing Director of Kerridge Odeon; and Bishop Caulton, Associate Anglican Bishop of Auckland.



PERTH - Paramount Manager Jack Edwards (above) has been unanimously elected president of the top film industry club, The Reelers. This high honour has come about despite the fact that Jack has been in Western Australia just four years. As the Australasian Exhibitor stated editorially in reporting the election: "...Jack since his transfer to these parts has been one of the hardest workers for the fraternity." Prior to this, Jack Edwards had been a member of Paramount's Melbourne staff.

SYDNEY - Enjoying one of the happiest engagements that the celebrated Prince Edward Theatre has presented in years, is "The Matchmaker," which co-stars Shirley Booth, Shirley MacLaine and Tony Perkins. Not only is attendance fine, and reception of the picture by the public in the top bracket, but the Sydney film press, ordinarily critical in the highest degree, has lavished shining praise on the comedy.



WELLINGTON, New Zealand - Special preview of "The Ten Commandments" attracted a record number of top government officials. Here the Tr. Hon. J. Mathison, cabinet minister, is being welcomed by Paramount General Manager Stanley H. Craig, at right. In centre is Mr. G. Scott, Director of the New Zealand National Film Unit.

BELOW

The four major pages of the very wonderful newspaper supplement on the engagement of "The Ten Commandments" at the Wintergarden Theatre in Rockhampton. Supplement appeared in the Rockhampton "Bulletin."









I am only one, but I am one. I cannot do everything, but I can do something. What I can do, I ought to do. And what I ought to do, by the grace of God, I will do.
- An old saying



NEW YORK - Mr. and Mrs. Harry Guardino at Loew's Lexington Theatre for the special showing of Danny Kaye's "The Five Pennies," in which Harry has a very rememberable role. This talented player first came to the attention of film-goers in "Houseboat," and so pronounced an impression did he create that he was put under long-term contract.

Sign on a winding highway: "These curves are different; they get more dangerous after you pass 65!"



Shirley Booth and Shirley MacLaine in a scene from "The Matchmaker."

The hilarious production has been extremely well received by press and public in Australia, and looks like being a marked success in several other countries.

A girdle is an accessory after the fat.



CHARLOTTE CONTINUED FROM PAGE 18

There is an intense contest going on within our office among the bookers and salesmen to secure the greatest number of feature and short bookings. Every effort is being extended by all parties to outdo each other and great progress is being made. This is the spirit that our company thrives on.

--Joe Cutrell

PHILADELPHIA March 15th, 1919 was a red letter day in the life of Salesman Ralph Garman of the Philadelphia Branch. That was the day Ralph first came to work for Paramount.

The boys and girls in the office celebrated Ralph's 40th Anniversary this past Monday and the attached photos will show it was a happy remembrance for Ralph.

Along with a gift and flowers from the gang in the office Ralph was the recipient of numerous well wishes from just about every exhibitor in the area. President George Weltner and Vice President Hugh Owen also sent their personal congratulations to Ralph, and all in all it was a day we feel Ralph will remember for quite a while. -- John Kane

ST. LOUIS SNAPS

(At top): At far left, Branch Manager Harry Haas is chatting with Edward Arthur, of Arthur Enterprises. Next, Salesman Joe Benedick and Mrs. Benedick. Third picture shows Office Manager-Head Booker Jerry Bahner and Mrs. Bahner. Fourth picture presents John Meinardi, District Manager for Fox-Midwest Theatres in this territory. Then, Salesman Bill Sharpe, and Billy, his pride and joy.

BELOW

The Branch's "whiz" on a comp. - Mrs. Grace Lusicic. And in the following picture, Danny and Michael Lusicic, the wonderful reasons why she is working so busily, and efficiently. And finally - Exhibitor Thomas Baker, owner of the Sharon Theatre, Bunker Hill, Illinois.





40 for Ralph!

Above is the whole feature-length picture story of Ralph Garman's 40-Years-with-Paramount Party in Philadelphia. The first picture shows him, with coat, being congratulated by Division Manager John G. Moore. Then he is exchanging reminiscences with another 'veteran,' PBX Operator Evelyn Moore, who'll have been with Paramount 35 years in May. Mae Orloff, division manager's secretary, presents Ralph with some gifts. Then seven lovely lassies called on Ralph - Rose Di Prospero, Betty West, Nancy Tiedeken, Mary Dooley, Elaine Folcarelli, Rita Ridolfi and Phyllis de Lucas. At lower left: Booker Matty Judge, Salesman John Kane, Booker Stanley Smithers, Cashier Bob Thompson, Booker Jim Winters and Cashier's Clerk Mike Grady. Next picture is of the inspection staff with Ralph: Amelia Mooney (Inspec), Francis Griffith (Shipper), Peter Bertotti (Shipper), Cecelia Bertelli (Inspec), Mariane Cortese (Inspec), Stephen Coppola (Head Shipper). Then Ralph (who hasn't been out of one of the snapshots yet) is with Advertising Representative Mike Weiss, Salesman Harry Dressler and Head Booker-Office Manager Anthony Lomonaco. And finally, with flowers from the office staff ---- guess who?

CAMERA SHOWS THAT HOLLYWOOD'S HEART HAS A PARAMOUNT BEAT

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PREPARING FOR THE NEXT MIGHTY ONE

Having seen "Tempest" given a superlative advance release campaign, Dino De Laurentiis spent almost two weeks in Hollywood laying the groundwork for his next production. Above he is in conference with his American representative, Ralph Serpé, at right.



The Cocoanut Grove of the Hotel Ambassador was the setting on March 5th for the annual awards of the Foreign Press Association of Hollywood. One of this year's awards was to Tina Louise (co-star of Paramount's "The Trap" and "The Hangman")as "The International Newcomer Destined for Stardom." Miss Louise was not in Hollywood for the function, so Earl Holliman accepted the statuette on her behalf. Standing to Holliman's right is Ray Walston, chairman of the Awards banquet.



Talented trio at the Hollywood Foreign Press Association's annual Awards Banquet at the Ambassador Hotel. Earl Holliman's arms encompass Paramount contract player Valerie Allen, at left, and Hal Wallis' newest 'discovery,' Donna Douglas, at right. Donna has a fine featured role in "Career," and hails from Shreveport, Louisiana.



Forever "C.B.'s"

In Paramount Studio's Continental Cafe there stood for many years the centrally situated table that always was occupied by Cecil B. DeMille and the top echelon of his staff. No other table in all the film industry of the world has had seated around it, over more than thirty-five years, more of the world's great figures. For it was traditional for renowned personalities visiting the studio to either be guests at this table, or to stop by it on their way to or from the banquet room attached to the commissary.

Today there is no table on this spot. Nor will there ever be. As shown above, the spot has become a shrine to the memory of Mr. DeMille. The tablets from Mount Sinai have been moved there from another part of the studio, and a wonderfully new life-like photograph of the producer of "The Ten Commandments" - and seventy other great Paramount Pictures - has been placed on the wall above it.

And the affection throughout the studio for this great man is in keeping with this lovely tribute, placed where all the world can see it.



Mr. J. C. Jain, the eminent motion picture authority of The Times of India, lunches in the Paramount Continental Cafe with producer-director George Seaton. They discussed actual projects in work, since Mr. Jain had just completed a very comprehensive tour of the studio, including a visit to the sets of the Perlberg-Seaton production, "But Not For Me," which co-stars Clark Gable, Lilli Palmer, Carroll Baker and Lee J. Cobb.



COPENHAGEN - "War and Peace," having completely captivated the capital of Denmark, has moved on to Aarhus. Here's the very forceful display arranged in the windows of Leth Bang, Boghandel, Sct. Clementstorv 9, Aarhus, in conjunction with the presentation of the mighty De Laurentiis-Paramount production at the Folketeatret in Aarhus.

So live that you wouldn't be ashamed to sell the family parrot to the town gossip.
-Will Rogers



COPENHAGEN - Paramount Manager John Aarshoj sets a high level of showmanship attainment for every picture, and "The Joker Is Wild" was no exception. Especially when its music qualities was a 'must' for every music store in town. Here's the very special window show given the film by the establishment of Musikthomsen.

Horse sense is becoming so scarce that only horses have it.

In returning to the editor the Swedish translation published below, General Manager Paul Flodin said in his letter - "this is very promising news throughout." He was referring in large measure to the news about the forthcoming product, news which is amplified elsewhere by the editor's own first-hand story of studio activities which appears on Pages 20,21.

"T E M P E S T"---
FILM MED PUBLIKTYCKE

Den här månaden har vi verkliga nyheter att komma med beträffande "TEMPEST". Äntligen har den amerikanska biopubliken fått se Dino de Laurentiis mäktiga filmskapelse som han gjort för Paramount, filmen som ställer alla tidigare italienska rekord i skuggan. Den har redan haft premiär i en hel del nyckelstäder över hela Förenta Staterna och av kassaresultaten kan man dra den slutsatsen att Paramount här funnit den pålitliga "rekordsättaren", till glädje för bra lång tid framåt.

En av månadens rapporter rör Mr. George Weltners resa i Latinamerika, från vilken han nyligen återkommit, utomordentligt tillfreds med vad han sett och hört. Mr. Weltner ställer även i utsikt ett ökat ekonomiskt resultat under de närmaste månaderna. En annan resenär, Mr. James E. Perkins, President of Paramount International Films, hann nätt och jämt återkomma från sin orientresa förrän han ånyo måste anträda en ny lång resa, denna gång till Sydafrika. Hans resplaner är vittomfattande och kommer att innefatta delar av Afrika, varifrån vi mera sällan har anledning att rapportera i dessa spalter men som vi gissa kommer att figurera rätt ofta efter det Mr. Perkins återkommit till New York någon gång i april månad.

Från vår nya Paramount Studio i Hollywood har under de här senaste dagarna intressanta meddelanden om nyengagemang nått oss. Först och främst har Pina Pellicer, den unga mexikanskan som vann internationell ryktbarhet som Marlon Brandos motspelerska i "ONE-EYED JACKS", kontrakterats av Paramount för ytterligare tre filmer. För sina starka rolltolkningar i "The HANGMAN" och "The JAYHAWKERS" har Fess Parker undertecknat ett kontrakt om tolv filmer för Paramount, två per år under de närmaste sex åren. Man väntar också spänt på tillkännagivandet av huvudrollsinnehavare för Seaton-Perlbergs "The PLEASURE OF HIS COMPANY" och Alfred Hitchcocks "NO BAIL FOR THE JUDGE", båda stöttepelare i Paramounts nya giv.

Optimismen är påfallande vad beträffar den kommande produktionen. För några veckor sedan bereddes New York City-pressen tillfälle att se "The LAST TRAIN FROM GUN HILL" och entusiasmen var stor bland kritiker och filmskribenter. Detsamma gäller "ONE-EYED JACKS", Jerry Lewis' "DON'T GIVE UP THE SHIP", Perlberg-Seaton-komedien "BUT NOT FOR ME" med Clark Gable, Lili Palmer, Carroll Baker och Lee J. Cobb, och "The JAYHAWKERS". Från studion hör vi enbart lovord om "HELLER WITH A GUN", som är under inspelning med Sophia Loren och Anthony Quinn i de ledande rollerna, och om Hal Wallis' "CAREER", den senare en av de



COPENHAGEN - In a city where there are severe limitations on outdoor showmanship, shop windows are a fertile field for the utilization of displays announcing current and forthcoming attractions. Here are two such displays - the one at the left is in the Ilsoe Music Store, the one at right is the establishment of Fona, in Vimmelskaftet.

starkaste filmerna från Hollywood i år. De fyra första namnen i rollistan: Dean Martin, Anthony Franciosa, Shirley MacLaine och Carolyn Jones.

Alltså, kort och gott: Bara goda nyheter från alla håll.



"THE JAYHAWKERS" - two of them - lay plans to take the forces of their enemies by surprise and win a quick and almost bloodless victory. Playing these calm, cool and collected characters are Jeff Chandler, at left, and Fess Parker.



COPENHAGEN: A lovely distant view of the Palads Theatre during the very successful "War and Peace" engagement.

CAMERA FOCUS ON FILM EVENTS IN CONTINENTAL EUROPE, AND ENVIRONS..

BELGIAN TRIBUTE.

We are advised by Charles Juroe, European Publicity Director, that Belgium's most important film fan magazine, Cine Revue (whose editor is Jo Van Cottom), has chosen "The Ten Commandments" for their "Grand Prix du Meilleur Film de l'Annee."

At a later date still to be set, a work of art will be awarded as a prize to Paramount, by the Mayor of Brussels at a ceremony to be held at the City Hall.

We will have pictures then.



ROME - This engrossed audience is in the Fiametta Theatre, watching a screening of "The Black Orchid" for the 'Golden David' Competition. The screening was a great success and the polling very favorable to Sophia Loren. In the centre of the picture, to right of lady in the white fur, is Anna Magnani. Two seats to Miss Magnani's right, is Maria Scicolone, Sophia Loren's sister. Seated directly to the right behind Miss Magnani is Paramount Sales Manager Renato Cammarota.



TURIN, Italy - The celebrated Corso Theatre of this city not only emphasized the presence of Sophia Loren in "The Black Orchid," but also, in a line beneath the title, gave prominence to the fact that she was proclaimed "The foremost actress" at the recent Venice Film Festival.



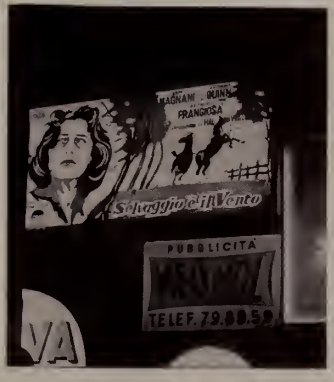
CAIRO - Exterior of the renowned Cinema Rivoli with a most compelling front-of-house display for "St. Louis Blues."



CATANIA, Italy - With blissfully comfortable seats for 1,300, this is the magnificent new Cinema Ariston that Exhibitor Francesco Li Calzi has given to this celebrated city. Mr. Li Calzi has always maintained the very highest standards of exhibition, and his new cinema is in the very best of these traditions.



BRUSSELS - This angled front-of-house display for "Maracaibo" was complete with colored flashing lights which simulated flames and added excitement to the invitation to enter the theatre and see the Cornel Wilde thriller.



MILAN - This striking night display for "Wild Is the Wind," by the Corso Cinema, stood out with eerie nocturnal power.



BRUSSELS - Impersonator of Jerry Lewis as "The Sad Sack" distributing heralds to pedestrians outside the Victory Theatre here.

I am always humbled by the infinite ingenuity of the Lord, who can make a red barn cast a blue shadow.
-E.B.White



FRANKFURT - Current cover of the expertly edited Paramount In Wort Und Bild is devoted to the sultry beauty of Sophia Loren, whose "Black Orchid" is a current success, and whose "Heller With A Gun" (both co-starring Anthony Quinn) looks like being another fine impact-hit.

You can't give character to another person, but you can encourage him to develop his own by possessing one yourself.
-Artemus Calloway



VIENNA - One of many remarkably effective music store window tie-ups arranged by Manager Louis Kanturek in connection with the local presentation of "St. Louis Blues."

Before God we are all equally wise -- equally foolish.
-Albert Einstein

"TEMPEST" - DER STURM- erobert das Kinopublikum im Sturm!

* *

In diesem Monat können wir ausserordentlich Positives über die geschäftliche Bedeutung unseres Films TEMPEST (Der Sturm) berichten. Endlich konnte das amerikanische Kinopublikum diese grossangelegte Dino DeLaurentiis-Produktion für die Paramount sehen, die jeden bisherigen Spielrekord der italienischen Filmindustrie gebrochen hat. Der Film wurde in den wichtigsten Grosstädten der Staaten gezeigt und die Kassenberichte beweisen, dass die Paramount einen ausgesprochenen Rekordbrecher in den Händen hält, der für unsere Zeit gerade das richtige Ausmass hat.

Einer der Berichte stammt von unseren aus Süd-Amerika zurückgekehrten Weltverkaufschef George Weltner, der sich begeistert über die dortigen Erfolge und die weiteren Zukunftsaussichten äusserte. Ein anderer Beauftragter, James E. Perkins, Präsident der Paramount International Films, der erst kürzlich von seiner Orientreise zurückgekehrt war, brach jetzt zu einer Inspektionsreise nach Süd-Afrika auf. Seine Inspektion erstreckt sich dieses Mal auf mehrere afrikanische Länder, die zwar in diesen Spalten wenig genannt wurden, aber ohne Zweifel bald mehr erwähnt werden, wenn der Vielgereiste im April nach New York zurückgekehrt ist.

In den letzten Tagen wurden sehr wichtige Neuigkeiten aus dem neuen Paramount Studio in Hollywood bekannt. Als erste: Die junge Mexikanerin Pina Pellicer, international bekannt seit sie in ONE-EYED JACKS (Der Einäugige) Marlon Brandos Partnerin wurde, erhielt von der Paramount einen Vertrag für drei weitere Filme. Ein anderes Zeichen für die Güte unserer zukünftigen Filme ist die Tatsache, dass Fess Parker - vor allem wegen seiner Leistungen in THE HANGMAN (Der Henker) und THE JAYHAWKERS (Die Aasgeier) - für zwölf Paramount-Filme verpflichtet wurde, von denen er in den nächsten sechs Jahren jährlich zwei abdreht. In Bezug auf die Perlberg-Seaton-Produktion THE PLEASURE OF HIS COMPANY (In angenehmer Gesellschaft) und die Hitchcock-Produktion NO BAIL FOR THE JUDGE (Keine Bewährungsfrist für den Richter), die beide bereits vor Monaten in der Vertrauensbotschaft des Paramount-Präsidenten enthalten waren, werden gleichfalls wichtige Ankündigungen vorbereitet.

Desgleichen lässt eine andere neue Produktion sehr optimistische Erwartungen zu. THE LAST TRAIN FROM GUN HILL (Der letzte Zug von Gun Hill) wurde vor einigen Wochen der New Yorker Presse vorgeführt und erregte das ausserordentliche Interesse der Kritiker und Filmjournalisten. Aus den Berichten über weitere Pressevorführungen klingt das höchste Lob heraus. Es betrifft ONE-EYED JACKS (Der Einäugige), Jerry Lewis' DON'T GIVE UP THE SHIP (Keiner verlässt das Schiff), den Perlberg-Seaton-Lustspielfilm BUT NOT FOR ME (Bei mir nicht) mit Clark Gable, Lilli Palmer, Carroll Baker und Lee J. Cobb in den Hauptrollen, und THE JAYHAWKERS (Die Aasgeier).



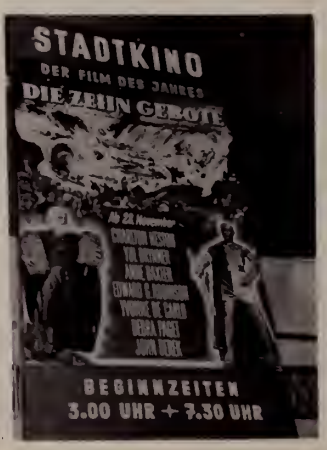
HOLLYWOOD - Sophia Loren, in her dressing room on the set of "Heller With A Gun," is interviewed by the noted German correspondent, Bert Reisfeld.



A poster of remarkable effectiveness and ingenuity is this one produced by the Paramounteers of Germany for "Teacher's Pet.

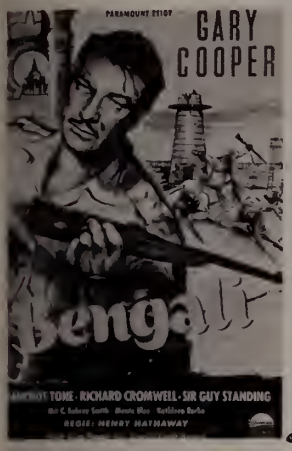
Erfreuliche Nachrichten dringen aus dem Studio über die Produktionsfortschritte von HELLER WITH A GUN (Es wird scharf geschossen), ein starker Western mit Sophia Loren und Anthony Quinn. Ferner über die Hal B. Wallis-Produktion CAREER (Karriere), die sich wahrscheinlich als eines der grössten Hollywood-Dramen herausstellen wird. In den Hauptrollen Dean Martin, Anthony Franciosa, Shirley MacLaine und Carolyn Jones.

Es hat den Anschein, dass aus allen Quellen vielversprechende Produktionsnachrichten fliessen.



SALZBURG, Austria — One of the many fine window displays arranged for "The Ten Commandments" when the great film was presented at the Stadt-Kino... The engagement has proven to be enormously successful, according to Louis Kanturek, Paramount representative in Austria.

PARAMOUNT'S ALL-TIME-GREATEST PRODUCTIONS SCORING ON MANY FRONTS



Fine results on All-Time-Greatest productions continue to roll in from many parts of the world, including what you see on this page. And fine plans continue to be made, as you also see from the superb German posters we have pictured as part of that nation's plan to get fullest distribution from "Lives of a Bengal Lancer." One poster is above, and below is another.







BRUSSELS - This was the special trade paper advertisement launching "Union Pacific" into the film industry of Belgium. It was printed in Blue, Black and Gold and compelled widespread interest.

BRUSSELS - Magnificently striking facade display at the Victory Theatre for "Union Pacific." Note that this is a U-shaped display, to catch the pedestrians from every angle.



BRUSSELS - This eye-catching show on a well-routed truck caught the attention of tens of thousands of potential film fans as it traversed all of the city's main streets, and 'managed' to be held up by traffic just where the concentration of people happened to be thickest. In addition, "Union Pacific" was given the full showmanship treatment by press, television and radio.

Press of Britain and Eire Lauds "Union Pacific."

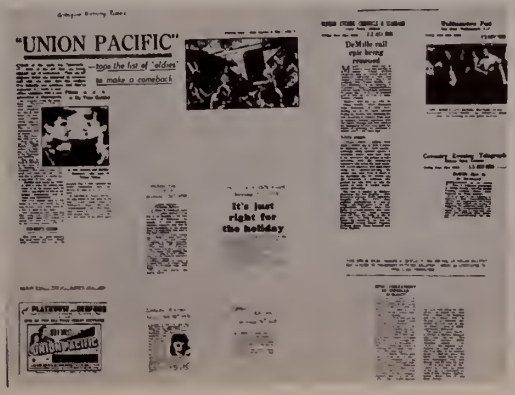
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Multiple clippings to hand from Tony Reddin in London indicate that the British and Eire press have paid fine tribute to the entertainment qualities of Cecil B. DeMille's "Union Pacific," and also to the same great producer's "North West Mounted Police."

Of the great railroad film, the Sunday Press of Dublin said "A film for all sorts of cinema lovers to see and enjoy."

All of the reviews indicated that both films are giant entertainment treats, and certainly should be seen by the new generations which have grown up since the pictures originally were released.

This is a very much reduced reproduction of the effective broadside issued in London by Tony Reddin and containing the top British newspaper reviews of "Union Pacific." It was sent to all exhibitors in the United Kingdom and Eire.



CONTEST!!

The intense interest in Paramount's All-Time-Greatest productions by Managers and Publicists alike has sparked an international contest. Bulletins on the event have been sent to all offices.

Four special awards are to be made for the best Publicity and Exploitation Campaigns on THE LIVES OF A BENGAL LANCER.

The awards for outstanding exploitation and publicity achievement consist of specially inscribed hand-made statuettes of Gary Cooper as Lieutenant McGregor in the full dress uniform of an officer of the 41st Bengal Lancers.

Judgment of campaigns will be made on campaign summaries supported by clippings and photographic evidence.

Judges will be:

ADOLPH ZUKOR
GEORGE WELTNER JAMES E. PERKINS

All entries should be sent to A. Stephen Clug, Home Office, New York, as soon as possible following key-city release in each territory.

Basic research is what I am doing when I don't know what I am doing.
-Wernher von Braun



NEW YORK - Gonzalo De Palacio (left) representative in the United States for a great many publications of Latin America and Spain, has a recorded interview with Geoffrey Horne, one of the co-stars of "Tempest."

Jerry Lewis has been set by Hal Wallis to star in VISIT TO A SMALL PLANET, the Gore Vidal play which was a Broadway hit starring Cyril Ritchard.

The story deals with an outer space visitor to Earth who tampers with world affairs for his own amusement.



SANTIAGO, Chile - One of tha busiest corners in downtown Santiago displays this 24-sheet poster for "Nights of Cabiria."

RIGHT

MAR DEL PLATA,Arg. — A very striking display for "The Ten Commandments" in the lobby of one of the major hotels of this internationally renowned resort city.

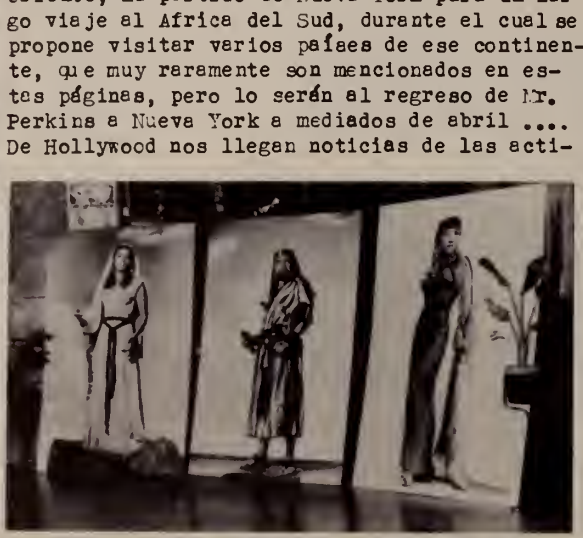
EL PUBLICO ADMIRA Y APLAUDE "T E M P E S T A D"

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Este mes podemos ser más concretos acerca de la grandeza de la ingente producción "Tempestad", pues millares de amantes del cine han tenido oportunidad de admirar la estupenda realización de Dino De Laurentiis para la Paramount, la cual ha derribado todos los records de taquilla de la industria cinematográfica italiana. En los Estados Unidos, esta película ha sido estrenada en varias ciudades llaves y la opinión general es que la Paramount posee una verdadera mina de oro que cabe explotar como su importancia se merece... Mr. George Weltner ha regresado de su viaje de inspección y estudio a la mayoría de los países latinoamericanos y sus impresiones no pueden ser más halagüeñas. El optimismo de Mr. Weltner habrá de manifestarse an los resultados obtenidos en los próximos meses... Otro infatigable viajero, Mr. James E. Perkins,presidente de Paramount International Films, recién llegado de una visita a varios países de Oriente, ha partido de Nueva York para un largo viaje al Africa del Sud, durante el cual se propone visitar varios países de ese continente, que muy raramente son mencionados en estas páginas, pero lo serán al regreso de Mr. Perkins a Nueva York a mediados de abril .... De Hollywood nos llegan noticias de las actividades del estudio en las cuales figuran varios nombres de artistas en los repartos de películas que habrán de llamar la atención del público. Entre esos nombres figura el de Pina Pellicer, distinguida joven actriz mexicana, que encarnará a la protagonista de la película "One-Eyed Jacks", en la cual Marlon Brando interpretará el principal papel masculino. Pina Pellicer ha firmado un contrato con la Paramount para otras tres películas. Fess Parker, protagonista de dos magníficas películas, "The Hangman" ("El Verdugo") y"The Jayhawkers", ha estampado su firma en un contrato para tomar parte en doce películas de la Paramount en los próximos seis años, a razón de dos al año. En plan de rodaje se halla la producción de Seaton-Perlberg, "The Pleasure of His Company" ("El placer de su compañía")y la realización de Alfred Hitchcock, "No Bail for the Judge" ("Sin fianza para el juez"), las cuales fueron incluídas en el "Programa de Afirmación de Fe" de la Paramount hace unos meses. . . Los críticos y chicos de la Prensa salieron entusiasmados de la proyección privada de la película"The last Train From Gun Hill" la cual colocan sin reparos entre las mejores películas que se han producido recientemente. Así hablan también los críticos y reporteros de la película "One-Eyed Jacks", que antes hemos mencionado; de la de Jerry Lewis, "Don't Give Up The Ship" ("No abandonar el barco"); de la comedia de Perlberg-Seaton, "But Not For Me" ("Pero no para mí") con Clark Gable de estrella y con Lili Palmer, Carroll Baker y Lee Cobb, y también "The Jayhawkers". "Heller With A Gun" merece también mención honorífica por tratarse de una película de gran alcance con Sophia Loren y Anthony Quinn. No podemos dejar de mencionar tampoco la producción de Hal Wallis, "Career", un drama intenso y audaz que seguramente hará época. En él figurarán estrellas de la talla de Dean Martin, Anthony Franciosa, Shirley Maclaine y Carolyn Jones. ¿Qué más pueda pedirse?



MAR DEL PLATA, Argentina - One of the many fine window displays bringing "The Ten Commandments" to the attention of the tourist population of this internationally renowned pleasure resort. The mighty picture did phenomenal business here, according to Paramount Managing Director Hugo Stramer.





Barbara Nichols and Sophia Loren share some very personal joke at the expense of Keenan Wynn in this hilarious scene from "That Kind of Woman." The picture was produced in its entirety in New York City, was directed by Sidney Lumet, and in addition to the personalities above,stars Tab Hunter and George Sanders.

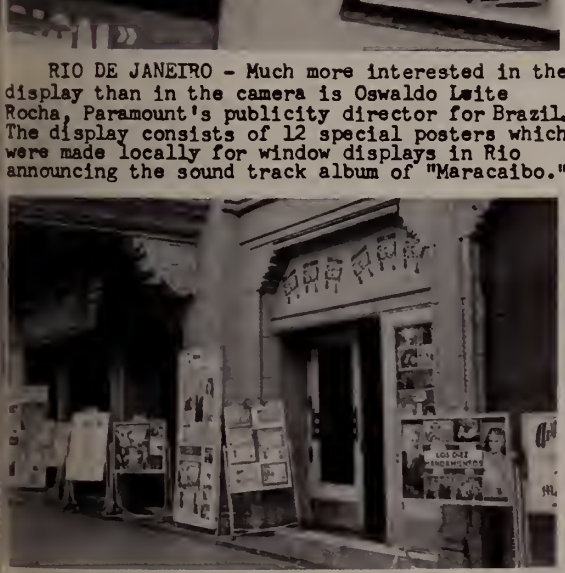
PARAMOUNT CAMERAS HAVE BEEN ACTIVE IN THE LATIN AMERICAN SCENE



PANAMA - Arrival of World-wide Sales Manager George Weltner at Tocumen Airport on his recent business survey journey around Latin America. L. to r.; Gilberto Billingslea, of the local Paramount office; Manager Mario Ghio; Mr. Weltner; Mrs. Richard Nathan; Latin American Division Manager Henry B. Gordon and Mrs. Gordon;and Richard Nathan, of San Salvador.



RIO DE JANEIRO - Much more interested in the display than in the camera is Oswaldo Leite Rocha, Paramount's publicity director for Brazil. The display consists of 12 special posters which were made locally for window displays in Rio announcing the sound track album of "Maracaibo."



SANTIAGO, Chile - Exterior of the Real Theatre left no doubt in the minds of passersby that the attraction showing was "The Ten Commandments." This photograph was taken at a time when the theatre was filled, and people for the next show already had purchased their tickets.



LIMA, Peru - Popularity of Elvis Presley was responsible for attendance of this type when the Paramount Tacna presented "King Creole." It was some more of the same sort of thing at the El Pacifico and the Coloso, where the same Presley film was presented day-and-date, according to Paramount Manager Lennart Bjorck.



SAN JUAN, Puerto Rico - The premiere of "Teacher's Pet" at the Matienzo Theatre was set to coincide with the anniversary of the Women's Press Club, to whose members the opening night was dedicated. This masterstroke of showmanship on the part of Manager Frank J. Planas paid off handsomely in newspaper space, and also in the calibre of the guests attending the premiere.

Shown above, and reading from the left: Mrs. Angela Luisa Torregrosa, Editor of Week-End supplement of El Mundo, and President of the Women's Press Club; Mr. Rafael Ramos Cobian, President of Cobian Theatres; Mr. and Mrs. Mariano Arroyo, he is Promotion Manager of El Imparcial; Miss Pura Nydia Lopez, Public Relations, San Juan City Government; Mr. Nathaniel Soltero, journalist,El Mundo; Mr. Angel Jiminez, journalist, El Mundo.

"Teacher's Pet" ran 2 weeks at the Matienzo to outstanding business.

- MOTION PICTURE DAILY — March 27, 1959

Thunder in the Sun

Seven Arts—Carrollton—Paramount

HOLLYWOOD, March 26

HERE is a decidedly offbeat western that boasts a stylized Indian fight that will long be remembered and a strong combination of marquee names. Susan Hayward, consistent in her skillful delineation of difficult roles, which currently has placed her as a strong contender for the forthcoming Academy Award as Best Actress, adds another fine performance to the list, portraying, with French accent, a pioneer who braved the dangers of the west to settle in California.

Co-starring with Miss Hayward are Jeff Chandler as the fearless guide of a wagon train, with a rough, persevering manner to win Miss Hayward's love; and Jacques Bergerac, who, according to the tradition of a group of Basques making the trek, must assume the responsibility of his brother's early childhood betrothal to Miss Hayward, when the latter is killed unwittingly by one of his own countrymen.

In addition to the canvas of Western desert, mountainous terrain, and a thrilling prairie fire, the fighting action created by second unit director Winston Jones, and the angles employed by cameraman Stanley Cortez provide a complement of excitement for the overall direction of Russell Rouse. Producer Clarence Green also seasoned his production with a stirring musical score by Cyril Mockridge, and some flamenco dance interludes.

Story was scripted by Rouse from an adaptation by Stewart Stern. The element that sets this Western apart from other outdoor dramas is the quest by the colorful group from the French Pyrennes, who fought in the Napoleonic Wars, to find a new life in California, and their determination to re-plant a wagon load of grape vines which they brought from France and protect against all odds, to start a vine industry of their own.

Chandler proves himself worthy of Miss Hayward's love through self-sacrifice in helping the group reach their goal. She responds, despite earlier differences, and her betrothal to Bergerac is set aside. The suspense for the final plan to outwit the Indians that stand between the remnants of the wagon train and California is charged with excitement as the Basques surprise the Indians by employing a springing technique of mountain fighting for which they were known.

Other names and faces in the cast that will prove familiar are those of Blanche Yurka, Carl Esmond and Fortunio Bonanova.

Running time, 81 minutes. General classification. Release, in May.

SAMUEL D. BERNS

FRED ASTAIRE HAS BEEN SIGNED BY WILLIAM PERLBERG AND GEORGE SEATON TO CO-STAR WITH LILLI PALMER in "THE PLEASURE OF HIS COMPANY, NOW IN PREPARATION FOR PRODUCTION AT PARAMOUNT.

THE PLAY IS ONE OF THE REIGNING HITS ON NEW YORK'S BROADWAY.



NEW YORK - Danny Kaye does an impromptu romp with Susan Gordon who plays his daughter at the age of 5 in "The Five Pennies." Gay scene was at the Park East, following the enormously successful industry screening of the outstanding musical comedy drama at Loew's Lexington Theatre.



NEW YORK - Lively trio at the "Five Pennies" party following the highly successful screening of the glorious comedy-drama with music. At left, George Weltner (who'll sell the wonderful film to an eagerly waiting world). The couple: Mr. and Mrs. Danny Kaye, both of whom had quite a bit to do with the picture.



"WAR AND PEACE" continues to be a mighty roadshow attraction throughout Latin America. Word from Pedro Germano, in Rio de Janeiro, tells of the inauguration of the new Cine Florida, with the Dino De Laurentiis production scoring a resounding hit at the new box-office.

(At left)

Danny Kaye's "The Five Pennies" is a wonderful entertainment film, and Danny himself is truly wonderful in it. But there are other wonderful people in it, too, and one of these is Barbara Bel Geddes, who plays Danny's wife. You caught something of the witchery of Barbara in Alfred Hitchcock's "Vertigo" - but the very talented young lady had much, much more than that to offer..and it comes to light in "The Five Pennies."

This "Five Pennies" is truly a picture that the whole wide world is going to fall in love with....so start getting your affections in tune with it....and we do mean tune, because you've never heard music like the music in "The Five Pennies."

A ESTRÉIA DE "TEMPESTADE" NOS ESTADOS UNIDOS. OUTRAS NOTÍCIAS MENSAIS.******

Êste mês temos afirmação categórica do valor da produção "Tempestade". É que os habituéa cinematográficos já apreciaram a produção que Dino De Laurentiis realizou para a Paramount. Estreada em vários Estados a uma vez, cobrindo de certo modo todo o país, as rendas de bilheteria têm estabelecidos novos récordes, sendo ainda a mais entusiástica a recepção que a crítica jornalística tem dado à fita. Aliás, o mesmo êxito tinha se observado na Itália, em exibições experimentais. A impressão geral é pois que a Paramount tem em "Tempestade" uma produção que se pode dizer de perimeiríssima classe do ponto de vista artístico -- e também de alta bilheteria.

Em uma das reportagens dêste mês, temos uma relação da viagem de recreio e negócios que Mr. George Weltner fez no mês passado pela América do Sul. Resumindo isso em poucas palavras, podemos dizer que êle regressou altamente entusiasmado com o que viu na sua "tournée" e está certo de que os negócios dos meses futuros, nêsses territórios, vão sermaiores do que têm sido. Do mesmo passo, resumimos as atividades de um outro viajante da companhia -- Mr. James E, Perkins, presidente da Paramount International, que mal acabava de chegar de sua visita ao Oriente e já se dirigia em viagem á África do Sul. Sua "tournée" agora incluirá muitos países do continente africano, dos quais raramente falamos e que serão desta vez "postos no mapa", como costumam dizer, por ocasião do regresso de Mr. Perkins, lá pelos meiados do mês de Abril.

Valiosa tem sido a escôlha de artistas, nos Estúdios da Paramount, para os filmes que brestarão em produção. Temos em primeira linha ma já célebre vedeta mexicana -- Pina Pellice que se fez ràpidamente internacional ao apar cer como primeira dama de Marlon Brando em "On Eyed Jacks," e que acaba de ser contratada pe Paramount para mais três fitas adicionais. O tra indicação dessa "nova qualidade" que se i filtrou nas nossas produções está no fato q u Fess Parker, apenas pela fôrça de sua interpr tação em "The Hangman" e "The Jayhawkers", ac ba também de ser contratado para fazer não m nos de doze fitas nos próximos seis anos. Há inda boas notícias: a produção de Seaton - Per berg, "The Pleasure of his Company", e "No Ba for the Judge," de Alfred Hitchock, já estão realização. Ambas, como se recordam, foram me cionadaa na Afirmação de Fé da Paramount no a passado.

Enquanto isto, reina grande entusiasmo, er tre os dirigentes da nossa Companhia, por mot vo do esplêndido e novo produto. "Duelo de T tãs" ("The Last Train from Gun Hill"), foi ex bida para a imprensa, em Nova York, há algum semanas, e despertou em todos os presentes tr mendo entusiasmo. E de outra "preview", a sat "One-Eyed Jacks", só ouvimos elogios. Ásaim c servamos da comédia de Jerry Lewis "Don't Gi Up the Ship", a produção "But Not For Me", re lizada por Perlberg-Seaton, e "The Jawkewkers com os artistas Clark Gable, Lili Palmer, Car roll Baker e Lee J. Cobb. Boas notícias nos e tão chegando do Estúdio a respeito da produçã "Heller With a Gun", que está em andamento, te do Sophia Loren e Anthony Quinn por protagoni tas. O mesmo se diz de "Career", produção esp cial de Hal Wallis, que promete ser um primor so drama. Do cast fazem parte Dean Martin, A thony Franciosa, Shirley MacLaine e Carolyn J nes. Como se vê, o produto e extensivo em núm ro e rico em qualidade.

SHOWMANSHIP AROUND THE WORLD -- AN IRRESISTIBLE POWER FOR GOOD BUSINESS!



(L. to R.) - Melvin Wilson, District Manager, from Port Arthur; Bob Bixler, Paramount Publicity and Merchandising Rep.; Sam Tanner, General Manager in Charge of Theatre Operations, Beaumont; Charles Paine, City Manager of Theatres, Beaumont; Bob Bru, Manager, Village Theatre, Port Arthur; Fred Minton, Director of Publicity, Beaumont; Hoyt Simmons, Manager, Strand Theatre, Orange; Julius Honeycutt, Manager, Neches Theatre, Port Neches; Nathan Hanson, Manager, Jefferson Theatre, Beaumont.



CAIRO - Window of the Columbia Records establishment with special emphasis on the presentation of "St. Louis Blues" at the Cinema Rivoli.



SAN FRANCISCO - Van Heflin, star of "Tempest," proudly displays copy of the Dino De Laurentiis publication on the film as Paramount Division Manager Neal East (left) and Irving Ackerman look on. Mr. Ackerman is nationally renowned as the owner and operator of San Francisco's celebrated Famous Stage Door Theatre.



SINGAPORE - Massive 30-feet-high cutout for "Vertigo" in the busy Orchard Road section of Singapore town, erected by the ever-enterprising publicity forces of the Cathay Organisation to publicize the Hitchcock thriller's presentation at the Cathay Theatre. Note the falling lady, and the small, sinister figure at top of the tower.



MIAMI, Florida - Popular TV star Bill Wyler presents the "Black Orchid" Mystery Girl on his "Just For Fun" show over WPST-TV at the same time that the Sophia Loren-Anthony Quinn romantic film premiered at the Flamingo and Loew's 170th Street Theatres in Miami Beach, and Trail at Coral Gables.



A WHOLE ORGANIZATION GETS BACK OF "THE TEN COMMANDMENTS"

BEAUMONT, Texas - Shown above is the special showmanship conference of Jefferson Amusement Company theatre managers called at the home office of the theatre organization recently. Purpose was to align a comprehensive campaign that would accord return special engagements of "The Ten Commandments" big-scale, new picture promotional treatment.

Julius Gordon, president of the 57-theatre circuit, pointed out that the Cecil B. DeMille production has had special engagements at Jefferson houses once to date. However, notwithstanding the outstanding first engagement business, a tremendous potential gross for the picture in the circuit still exists, he maintained. Gordon therefore called the meeting for drafting of a campaign designed to yield even greater box office returns for the picture when it re-opens here.

In addition to Mr. Gordon, president of the circuit, the meeting was addressed by Bob Bixler and Fred Minton. The talks covered the original special presentations of "The Ten Commandments" two years ago, and further engagements one year later.

BRUSSELS - One phase of the showmanship campaign of the Victory Theatre's presentation of "Union Pacific" was to seek the cooperation of travel agencies. The inclusion of "Pacific" in the title of this All-Time-Greatest production, "Pacific Express," was a big help here, and windows of the calibre of the one above helped the film's engagement to become a box-office success.

PRODUCT IN FACT - PICTURE EVIDENCE IN SUPPORT OF PAGES 20 & 21







BUT NOT FOR ME

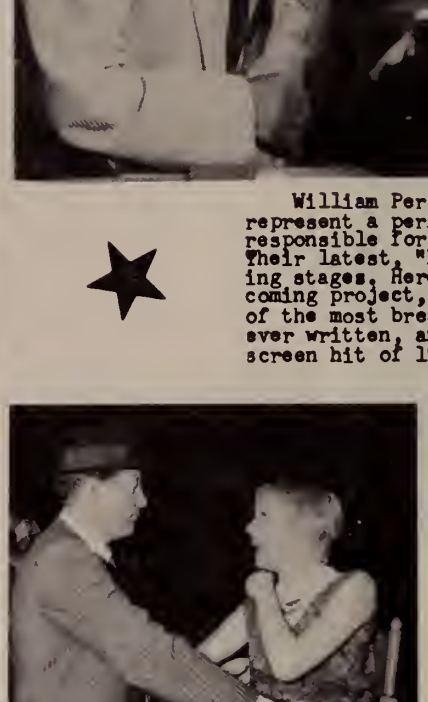
Clark Gable with the other three principals in this diverting romantic comedy. At top he is with Carroll Baker; in the centre he is discussing a course of action with Lee J. Cobb; and immediately above, he learns that a good wife never forgets, even when she's divorced... and in this case the good wife is played with delightful finesse by Lilli Palmer.

RIGHT

Marlon Brando directing a scene in "One-Eyed Jacks." Seated beside him, with folded arms, is assistant director Chico Day, who was also one of the assistant directors on "The Ten Commandments."



William Perlberg (left) and George Seaton represent a perfect combination which has been responsible for a succession of Paramount hits. Their latest, "But Not For Me," is in the editing stages. Here they are discussing a forthcoming project, "The Counterfeit Traitor," one of the most breath-taking real-life thrillers ever written, and destined to be an outstandin screen hit of 1960.



"CAREER"

Dean Martin and Shirley MacLaine on the set of this Ha Wallis romance of the New York theatrical world. Also starred are Anthony Franciosa and Carolyn Jones.



NEWS AND VIEWS OF PARAMOUNTEERS AT THE HOME OFFICE

Best way to start off Spring is with Wedding news - especially since it has been months since the last (reported) wedding of a Paramounteer took place.

This time the knot is going to be tied, on April 25th, between two Home Office workers - Ceil Morone, Contract Department and Ralph Rosello, Printing Department. Bob McKeown reports that the upcoming marriage is a by-product of the bowling league. "Of course, neither one has been able to find time for bowling lately, but they were regular bowlers before they found time for each other," Bob lamented. He also said that single men are scarce on the bowling team these days. (Bob's one of the few remaining bachelor bowlers). But with the tables turned, there are great opportunities for the bachelors!

Terry Pucciarelli received an anomynous Valentines Day card last month in the office and is curious to know who the sender is.

.....The contract Department has a new steno - Joy Carmel, who started four weeks ago.....Eileen Huber, tenth floor, left for a Florida vacation last month. Right after that, she left Paramount to move up to White Plains.....Gino Campagnola, who was reported as having just come out of service last month, is now back to work at Paramount in the Cooperative Advertising Department.



WHO'S A DOG ANYHOW?: Michael Phillips, Paramount's seventh floor receptionist, is shown above in his home at Oakland Gardens, Bayside, New York, giving in to the whims of his favorite pet, Boots the Boxer, who demands attention.

-BOWLING NEWS-

By the time our next edition hits your desk, the championship of the Paramount Pictures Bowling League will have been decided. So far, the Shirley Booth team of Capt. George Casiano, Brenda Herman, Lenny Feldman, Gloria Adelhelm and Bill Wickesser, has a substantial 6½ point lead over runner-up Yul Brynner and should be able to retain the margin. Most of the interest outside of the title race is centered in the battle for Bowler-of-the-Year honors. Grace Ganguzza has a one point advantage over Joan Studva, while among the men, Bob Guildfoyle leads Bob McKeown by three. Helen Coleman leads all the gals with her 138 average, 185 game and 487 series. In the male division, Bob McKeown's 164 average is a slim point ahead of Al LoPresti's.



PHOTOGRAPHED AT LAST: On December 19, 1958, Al LoPresti, tenth floor, became the proud papa of a little feminine Christmas package, whom he and his wife named Jeanne. At that time, she was too tiny to approach with a camera; but now that she's three and one half months old, here she is decked out in a lovely dress of white for all to see.

It's goodbye to carbon copies for the 11th floor publicity and advertising department. They have a brand new Thermo-fax machine which duplicates anything on paper. Tess Klausner says that everyone is having a jolly time running the time-saving gadget.....Molly Malone and Florence Hadad are now occupying a private little niche of the 11th floor. Everyone in Branch Operations envies them for getting their own office.

Paramount is sorry to hear that Anne McPolin, Mr. Clug's secretary, lost her mother, Mrs. Anne McGuinness, last month. She would have been 82 years old in June.....Harriet Miller was out sick for a week with an odd strain of virus.

A new addition to Paramount's granddad list is Paul Ackerman, whose daughter-in-law, Joan, gave birth to a 7 lb., 12 oz. girl March 24th. The baby's name is Karen Joan Ackerman.

It's stork day for Susan Broth, who became the proud mother of a 7½ lb. baby girl, Sheril Cyd Susan. Susan (senior) was formerly Ben Shectman's secretary.

News and pix always welcome in 1010.

--Helen Kwartler



HOLLYWOOD - Celebrated Belgian correspondent Jennie Dhont (representative of Cine Revue) interviews Sophia Loren on the set of "Heller With A Gun."



Whose hand is Clark Gable holding? You had better see "But Not For Me" to make sure - but if in the meantime you catch up with Lilli Palmer, we are pretty sure that she can supply the answer. She was there when the picture was taken — as were George Seaton and William Perlberg, producers of the hilarious film.

A really busy person never knows how much he weighs.
-Edgar Watson Howe

Manager Binstock of Belgium is Royal Guest

@

On the evening of February 22nd, Julian Binstock, Paramount's manager in Belgium, was invited by His Majesty King Baudouin to spend the evening with him at the Royal Palace of Laeken in connection with the screening of "Houseboat" in the theatre of the palace.

Only five persons were present, with Mr. Binstock the King's guest of honor. His Majesty asked questions about Paramount's new pictures, the exact technical nature of VistaVision, and film distribution problems in Belgium. It was evident to Mr. Binstock that the King of the Belgians holds Paramount in high esteem.

"LA TEMPETE" DEPLOIE SA SPLENDEUR DEVANT LE PUBLIC DES SALLES OBSCURES

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Ce mois-ci, nous avons véritablement les premières nouvelles concernant la magnificence de "LA TEMPETE". Enfin, les spectateurs d'Amérique peuvent voir ce puissant film que Dino de Laurentiis a produit pour Paramount et qui bat tous les records de recettes établis par l'industrie cinématographique italienne. Ce film a été lancé, aux quatre coins des Etats-Unis, dans les villes les plus importantes, et le verdict a été rendu : Paramount a un film aux recettes en or, un film qui vient exactement à son heure.

Un de nos rapports de ce mois est celui de M. George Weltner, qui revient d'un voyage en Amérique du Sud, tout à fait enthousiasmé par ce qu'il a trouvé là-bas, et persuadé que les affaires seront encore bien meilleures dans un avenir prochain. Un autre grand voyageur, M. James E. Perkins, président de Paramount International Films, à peine rentré d'un long périple en Extreme-Orient, est reparti pour l'Afrique du Sud. Il parcourra cette fois de nombreux pays africains, pays dont nous ne parlons pas souvent dans nos colonnes, ce qui ne sera certainement plus le cas lorsque ce directeur, pour qui les distances ne comptent pas, sera de retour à New-York dans le courant d'Avril.

Des nouvelles importantes concernant les vedettes de nos films sont parvenues du nouveau Studio de Hollywood ces jours derniers. Tout d'abord, Pina Pellicer, la jeune Mexicaine qui a attiré l'attention mondiale lorsqu'elle a été choisie pour être la partenaire de Marlon Brando dans "One-Eyed Jacks", a signé un contrat avec Paramount pour trois autres films. Une autre indication qui prouve la grande qualité de notre production est le fait que Fier Parker a été engagé par Paramount pour faire douze films pendant une période de six ans, c'est-à-dire deux par an. Cet engagement a été conclu à la suite des créations remarquables qu'a faites Fier Parker dans "The Hangman" et "The Jayhawkers". On va annoncer prochainement des nouvelles d'importance relatives à la Production Seaton-Perlberg "The Pleasure of His Company" et celle d'Alfred Hitchcock "No Bail for the Judge", deux films dont on a parlé il y a quelques mois dans "l'Affirmation de foi de Paramount dans l'avenir".

Entre temps, grâce à la grandeur de la nouvelle production, le plus grand optimisme continue à régner. Il y a quelques semaines on présenté à la presse Newyorkaise "Le dernier train de Gun Hill" et les réactions ont été merveilleuses, tant parmi les critiques que parmi les courriéristes. Et d'après les rapports reçus la suite de projections privées, nous n'entendons que des louanges sur "One-Eyed Jacks", "Don't Give up the Ship" avec Jerry Lewis, "But not for me", la comédie de Perlberg-Seaton, dont les vedettes sont Clark Gable, Lili Palmer, Carroll Baker et Lee J. Cobb, et " The Jayhawkers ". Les meilleures nouvelles nous arrivent également des studios au sujet de la production en cours "Heller with a Gun", un film formidable qui réunit Sophia Loren et Anthony Quinn; et de la production de Hal Wallis "Career", qui sera certainement une des plus grandes oeuvres dramatiques réalisées cette années à Hollywood. Les vedettes

FACED WITH CRISIS, the man of character falls back on himself. He imposes his own stamp on action, takes responsibility for it, makes it his own....Difficulty attracts the man of character because it is in embracing it that he realizes himself.

Charles de Gaulle

en sont Dean Martin, Anthony Franciosa, Shirley MacLaine et Carolyn Jones.

Il semble, en vérité, que les bonnes nouvelles concernant notre production affluent de toutes parts.

A PARTIR DU 23 JANV. aux Cinémas :
★ AGORA ★ PLAZA ★



DÉSIR SOUS LES ORMES

BRUSSELS - Shown here is one phase of the remarkably fine postering job that was done on "Desire Under the Elms" when the picture was premiered at the Agora and Plaza Theatres here.

New Departure Western

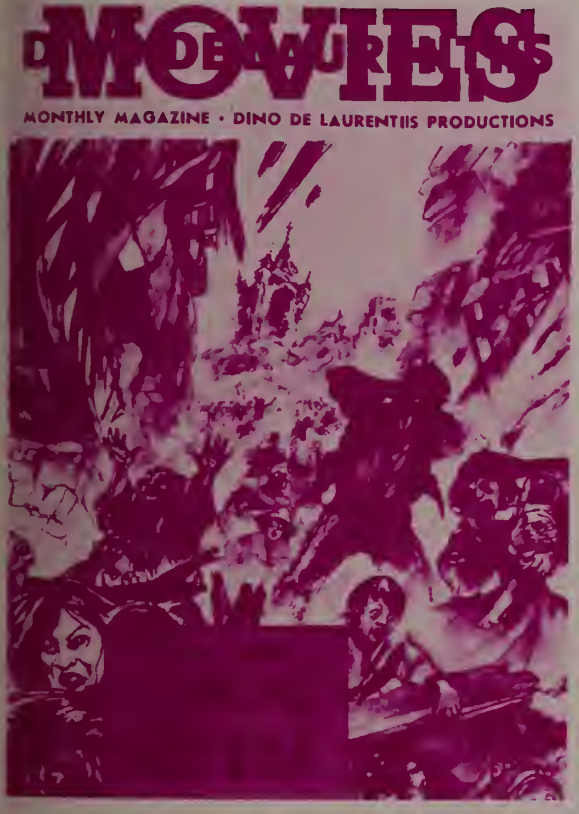
The first Western film drama to feature an ocean or a Chinese village is the currently filming "One-Eyed Jacks," of which Marlon Brando is star and director. Karl Malden, Katy Jurado and Pina Pellicer co-star, and the film is in magnificent Technicolor.

DINO DE LAURENTIIS ON SOUTH AMERICAN EXPLORATORY TOUR FOR "HIS NAME WAS BOLIVAR"

GOING FROM TRIUMPH TO TRIUMPH, world-minded producer Dino De Laurentiis has set his sight on Latin America as the basis of what can well become his greatest triumph. For in Simon Bolivar, the great South and Central American, and the Caribbean, lands gave to the world one of the greatest liberators in all the history of the world. Mr. De Laurentiis recently visited Venezuela, Peru and Colombia in order to personally announce his production plans, and also to gather material and set up sources of supply of additional material for "His Name Was Bolivar. His actual production plans will be announced shortly.



BOGOTA, Colombia -- Dr. Alberto Lleras Camargo, President of the Republic of Colombia, and Mr. Dino De Laurentiis entering the projection room of the presidential palace to witness a private screening of "Tempest." The President evinced great pleasure at Mr. De Laurentiis' plans to produce a spectacular motion picture based on the life and great achievements of the South American Liberator, Simon Bolivar.



Cover of the second issue of "De Laurentiis Movies" (first was for "Tempest"). New one is for the forthcoming spectacular Dino De Laurentiis production, "His Name Was Bolivar," to be filmed in the actual South and Central American locales of Simon Bolivar's epochal achievements.

Dino De Laurentiis' own editorial page in the second issue of his magazine. Here explained is the great producer's objective in making "His Name Is Bolivar," with his reasons climaxed by this pertinent claim: "With this film I feel I can satisfy all my aspirations as a producer and give the public something it has never before had."

BELOW

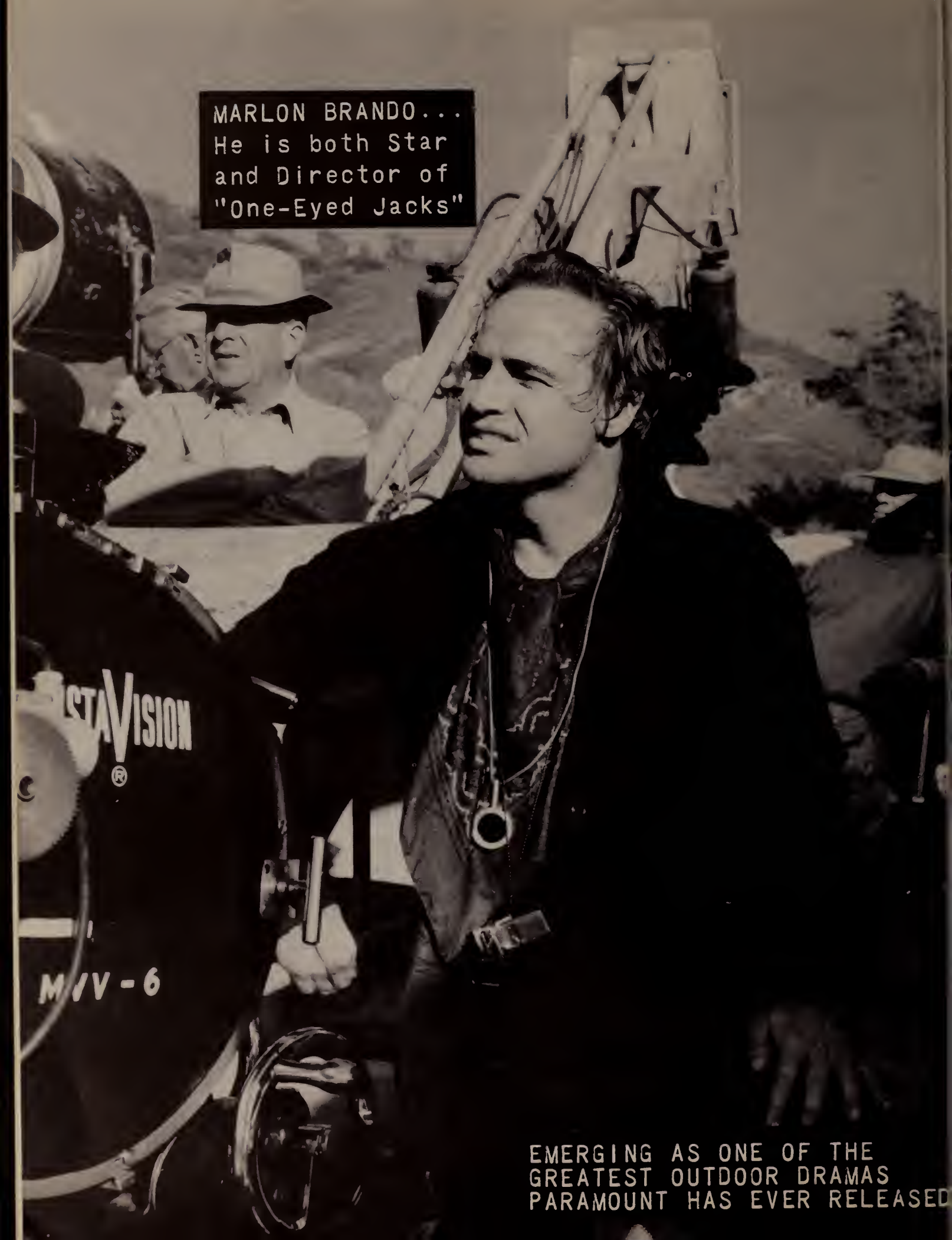
LIMA, Peru -- Airport arrival of Dino De Laurentiis (centre), met by Paramount Manager Lennart Bjorck (holding card).







LIMA PERU - Explaining his presence in Peru from the office of Paramount Manager Lennart Bjorck, at left, Producer Dino De Laurentiis tells the press of his plans for the early production, on an epic scale, of a picture based on the life of Simon Bolivar. At right is Mr. E. Campos Mendez, author of the book, Su Nombre Era Bolivar."


MARLON BRANDO...
He is both Star
and Director of
"One-Eyed Jacks"
EMERGING AS ONE OF THE
GREATEST OUTDOOR DRAMAS
PARAMOUNT HAS EVER RELEASED

Marlon Brando is adding to "One-Eyed Jacks" many touches not ordinarily found in Westerns.

For instance, instead of the standard semi-clad portrait of Lily Langtrey that traditionally adorns the saloon wall in all Westerns, the Brando film now boasts a copy of the "Mona Lisa" smiling down on the customers from above the bar.



Tab Hunter has one of the top roles of his colorful career as leading man for Sophia Loren in "That Kind of Woman," due for early release.



NEW YORK - ABC broadcaster Tony Marvin, centre, with Viveca Lindfors and Geoffrey Horne, of "Tempest," and Susan Gordon, of "The Five Pennies," in the mobile broadcasting station of the American Broadcasting Company, outside of the Capitol Theatre the day that "Tempest" premiered.

HOLLYWOOD - George Seaton has started the writing of two scripts for 1960 films he will produce in partnership with William Perlberg. They are "The Counterfeit Traitor" and "The Fatal Journey," both from books, the first being a spy story and the second a war adventure tale. Paramount will of course release both.



DALLAS, Texas -- This is the sort of thing that Paramount salesmen anywhere in the world can be proud of — a whole month's exhibition devoted to Paramount product. The theatre is the Rialto in Crowell, Texas, and the man responsible for this most commendable achievement is Salesman Ralph Fry of the Dallas branch.



BUFFALO - As he was everywhere else, Van Heflin was a great success in this city. He is shown here between two happy couples. At left is Buffalo's Mayor Frank Sedita. Right is Paramount Manager Mike Jusko. The lady between Van and Mike is Mrs. Sedita; and the lady between the Mayor and Van is Mrs. Jusko. Van was of course in Buffalo in behalf of a mighty film called "Tempest."

EUREKA, California - The always enterprising George Mann has an interesting showmanship touch in every program that he presents at his renowned Eureka Theatre. Here's part of his lobby display for "The Geisha Boy."



OBITUARY

J. HAROLD STEVENS



A fine Paramounteer, a great guy, and a stalwart of the organization passed from the midst of a legion of friends when J. Harold Stevens died in Chicago on March 22nd. He was then 59. For most of his motion picture life of 36 years (all of it spent with Paramount), "Steve" had aspired to be a Division Manager. He achieved his goal just before his fatal illness overtook him, having been named Mid-Western Division Manager, with headquarters in Chicago, just last year.

Hal Stevens joined Paramount in 1923 as chief accountant in Boston. He was successively booker, booking manager and salesman in Boston before being named branch manager in Portland, Maine, in 1929. He later served as branch manager in Indianapolis, Boston and Chicago.

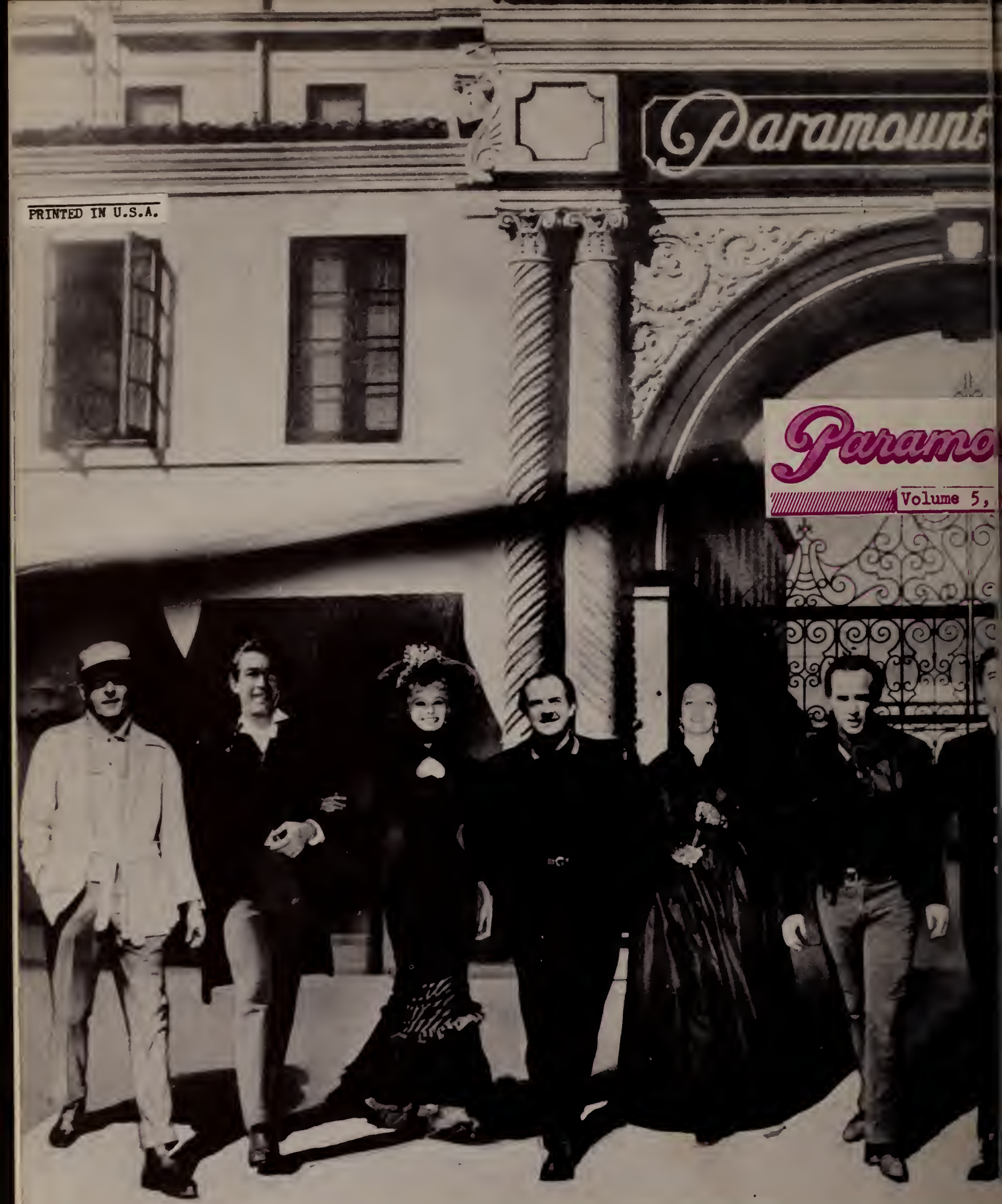
His wife, Mrs. Margaret E. Stevens, and three children survive.

MELCHIADES TOSTES



Melchiades Tostes, one of the most dedicated of Paramount employees in all of Latin America, died in Rio de Janeiro, Brazil, last month. His age was 66 and more than 30 of those years had been spent in serving the Paramount organization in Brazil in his capacity in charge of service and transportation. He was also one of the very early members of the Paramount 25-Year Club of Brazil and always took great pride in attending the various functions of this Club. He was greatly respected by his fellow workers, who feel his passing very deeply.

PRINTED IN U.S.A.



Parame

Volume 5,

IF YOU WOULD DISCOVER THE PLOT OF THI

SEE PAGE 4 FOR WHO, WHAT AND WHERE

Paramount WORLD
Volume 5, Number 4 April, 1959



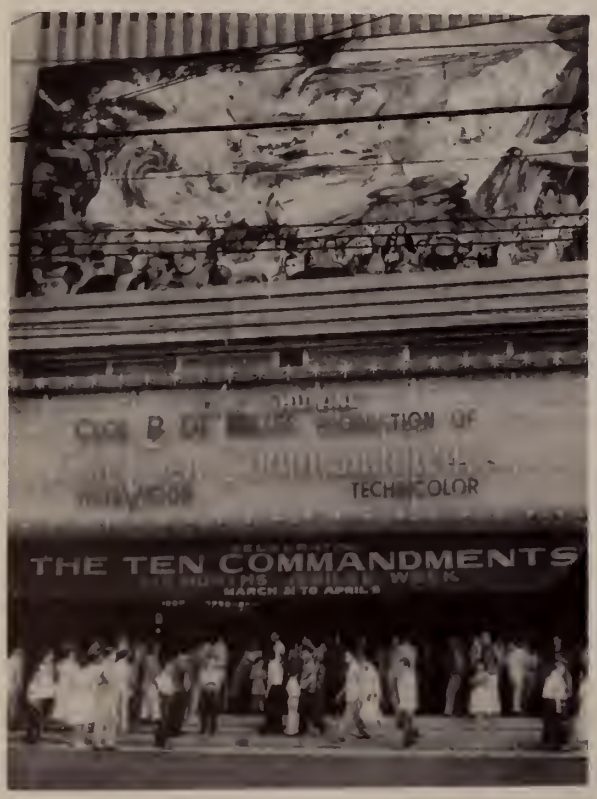
"SATCHMO" AND DANNY HAVE FUN IN "THE FIVE PENNIES"



A. S. Velasquez, third from left, Paramount manager, presents to Primitivo Garcia, second from right, owner and administrator of the Galaxy Theatre, a miniature status of Moses. The statue commemorates Jubilee Week in celebration of the completion of the first six months of the engagement of "The Ten Commandments" in the Galaxy. The statue was flown from Hollywood for the occasion. Looking on are, from left: Ric Javier of Paramount; Guillermo Tiomico, Galaxy manager, and Antonio Dulalia.

BELOW

A vista of the front of the celebrated Galaxy Theatre, with the special banner marking the Six Months' Jubilee Week, March 31-April 6.



FROM MANILA A LETTER WHICH TELLS, THROUGH THE PHILIPPINES PEOPLE, THE EVERLASTING POWER OF "THE TEN COMMANDMENTS"

No production in all Paramount history has inspired so many individual points of pride around the world as has "The Ten Commandments." It has become a matter of judicial impossibility to proclaim with any degree of certainty that 'this country' did better than 'that country,' or that one city surpassed another. Yet examples have to be selected in order to get across the idea that "The Ten Commandments" has topped every other picture in film history, and has set marks which seem impossible of shattering.

In the present instance we have been moved to select the Philippines city of Manila, and specifically the engagement at the Galaxy Theatre.

Exemplifying the spellbinding greatness of this engagement is the following letter from Paramount Manager A.S.Velasquez:

I am continually being asked by movie fans and exhibitors when the run of "The Ten Commandments" will end at the Galaxy Theatre. My stock answer is that I do not know, and their guess is as good as mine. Really, I have stopped making predictions as to when the run will come to an end.

Here in Manila, it has come to that point between neighbors where, whether or not they have seen the picture, they have "to keep up with the Joneses." When a family asks their neighbors if they have seen "The Ten Commandments," the answer will never be 'no!' even if they have not seen it. If it so happens that they have not seen it, they will make sure to go and see it the following day. Most probably the people asked were ashamed to tell their friends and neighbors that they had not seen "The Ten Commandments" after this length of run at the Galaxy Theatre.

The second week before the Holy Week, the receipts were slightly down. But on Maundy Thursday and Good Friday, the Galaxy crowd, I was informed (I was in Guam then) was more than the opening day six months ago. Scalpers had come into their own again.

Herewith are photos and tearsheets on the awarding of the replica of the Moses statue to Mr. Garcia, owner of the Galaxy, on the occasion of the completion of the first six-months run of "The Ten Commandments." Also enclosed are special ads and publicity in connection with the completion of the first six months.

Here is the latest data on "The Ten Commandments": April 7th was the 189th day, with a cumulative gross of ₱1,673,213.06 and net ₱1,221,528.60, a staggering length of run and gross. Until doomsday, no other picture can beat the run and gross of THE TEN COMMANDMENTS - an enduring monument to the late Cecil B. DeMille's greatness.

(sgd.) A. S. Velasquez

NEW ZEALAND'S ACCEPTANCE of "The Ten Commandments" has been complete and most inspiring. Paramount Publicity Manager Jim Williams, back in Sydney following two months in New Zealand, reports that in Auckland (and we quote) "...Bishop Caulton was so overwhelmed by the film that he insisted, despite my assurance that it was not necessary, that he make a speech of thanks on behalf of all present. He concluded by saying that he was sure that all representatives of the churches present would recommend the picture to their people...."



Mirth-Maker
Melody-Maker
Merriment-Maker
Money-Maker



PARAMOUNT'S head of World-wide Sales gives a frank, from-the-heart appraisal of "THE FIVE PENNIES"

****

"THE FIVE PENNIES" has been much more than a mere motion picture in its impact on those who have seen it to date. And here I am speaking specifically of the men and women of our organization.

Having seen it, and felt its magical spell, they do not speak about it as a piece of merchandise, but as an uplifting experience, a thing of joy, something they want to at once share with their friends and neighbors. They have a catch in their voice as they recount the thrill they got from seeing it. They guffaw over the funny parts (of which there are a great many), they preserve the flavor of the wisecracks, they whistle the songs, many of which have become popular classics, and they are not ashamed of the few tears they shed over the deeply human dramatic passages of the film.

All of this, you can see, is something of a rarity, and something of which we can all be proud.

And that one word says it all so eloquently. Proud!

That's what we can be; we must be; we shall be of "The Five Pennies." For as this superb Danny Kaye picture achieves the mammoth circulation and distribution to which it is so richly entitled, the entire film industry is going to be proud of it.

And what the industry will be proud of, will at the same time be a source of untold joy to tens of millions of film fans around the world.

That's how we feel about "The Five Pennies."

- GEORGE WELTNER

Important South African Journey by James E.Perkins, Paramount Int'l President....

One of the top realizations of James E. Perkins on his recent business journey to South Africa, which terminated on March 31st, was the setting of "The Ten Commandments" to premiere in the chief cities of that part of the world within the next few months.

According to a contract signed in Johannesburg, the president of Paramount International Films announces that the mighty Cecil B. DeMille production will be premiered in Her Majesty's Theatre, Johannesburg, late in May, and premieres in Capetown, Port Elizabeth, Durban and other principal cities will follow within a matter of weeks.

Her Majesty's is the finest theatre in the country, and the opening of "The Ten Commandments" is expected to be the most glittering event in local film history,

Mr. Perkins flew to South Africa by way of London, Rome and Brazzaville, and returned by way of Accra and Lisbon.

NO TRIBUTE TO "THE FIVE PENNIES" could be complete without a host of compliments to Mel Shavelson as director of this fine picture, and to Jack Rose as its producer. The faith they have had in this dramatic story of the life of musician Red Nichols has extended over many years; and it has been over this span of years that Shavelson and Rose have brought to the development of the story every facet of their showmanship skill that in the past has helped make Shavelson-Rose productions such outstanding successes...So as the whole wide world applauds "The Five Pennies," know that a goodly share of the applause belongs to Mel Shavelson and Jack Rose.

Paramount World....

Published every month by Paramount Pictures Corporation, 1501 Broadway, New York 36, New York, USA. Issued by and for members of the Paramount organization around the world who believe in the entertainment appeal of their motion pictures, television and allied products and in the business future of their company.

ALBERT DEANE, Editor

Volume 5, Number 4 April, 1959

Spain's accolade

Mr. James E. Perkins, president of Paramount International, has received a most exceptional cable from Henri Michaud, European coordinator on sales and exhibition of "The Ten Commandments." Cable was sent from Madrid following screening of "The Ten Commandments" in the city of Valladolid, Spain, at the "International Week of the Religious Cinema." the cable reads:

SCREENING AT VALLADOLID SATURDAY (11) ABSOLUTE TRIUMPH. ALTHOUGH FILM OUTSIDE OF COMPETITION, JURY CONSISTING OF CLERGY, GOVERNMENT OFFICIALS AND CRITICS AWARDED DE MILLE SPECIAL SILVER PLAQUE FOR "TEN COMMANDMENTS" WHICH QUOTE "REPRESENTS GREATEST EFFORT TO SPREAD GOD'S WORD" UNQUOTE. THIS AWARD RECEIVED GREATEST OVATION I EVER WITNESSED AND PRESS INUNDATED WITH LAUDATORY COMMENTS. BEYOND DOUBT INVALUABLE GOODWILL CREATED IN ALL CIRCLES WHICH WILL GREATLY INFLUENCE PREPARATORY PUBLIC RELATIONS WORK AND ULTIMATE PRESENTATION OF PICTURE IN SPAIN.

"SHANE" IS SPLINTERING BOX-OFFICES



In Texas, Oklahoma and Nebraska - the states in which the towering picture has had re-release up to the time of our going to press - "SHANE" is proving to be an even mightier titan than it was at the time of its original release. Proof is ample that not only does the picture open with immense impact, but gathers momentum with each successive showing. A powerful sales and advertising campaign is right in back of the Alan Ladd, Jean Arthur, Van Heflin, Jack Palance, Brandon De Wilde epic film.

"THE FIVE PENNIES" IS IN EVERY SENSE THE SPIRIT AND THE SUBSTANCE OF WHAT THE MOTION PICTURE WAS MADE FOR . . FUN AND JOY AND TEARS AND LAUGHS FOR THE WHOLE FAMILY



Danny Kaye, Barbara Bel Geddes (at right) and Tuesday Weld magnificently portray Red Nichols, his wife and their 14-year-old daughter in "The Five Pennies." Trials, tribulations and much happiness are their lot in this really wonderful film of a story that actually happened in real life.



Louis 'Satchmo' Armstrong brings much music to the heart of a little girl in this wonderful romance with music. Susan Gordon plays Dorothy Nichols at the age of 6, and Danny Kaye is of course Red Nichols.

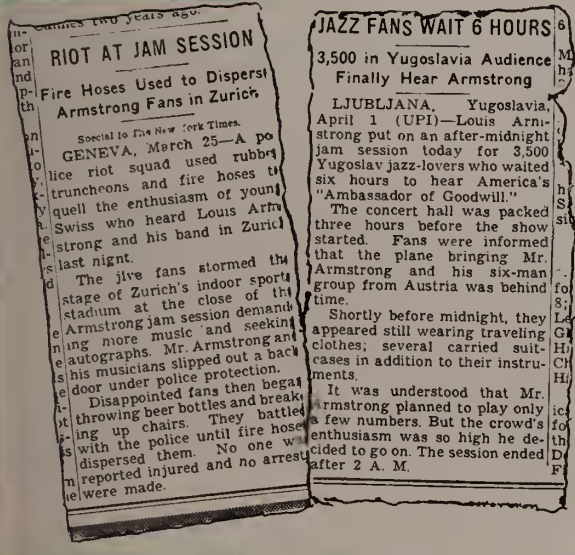


RIGHT

Red, at the depth of despair, is comforted and cheered by his daughter.



The 'war' of music and musical sounds between Louis Armstrong and Danny Kaye is an unforgettable film-going experience.



RIOT AT JAM SESSION

Fire Hoses Used to Disperse Armstrong Fans in Zurich

Special to The New York Times.

GENEVA, March 25—A police riot squad used rubber truncheons and fire hoses to quell the enthusiasm of young Swiss who heard Louis Armstrong and his band in Zurich last night.

The jive fans stormed the stage of Zurich's indoor sports stadium at the close of the Armstrong jam session demanding more music and seeking autographs. Mr. Armstrong and his musicians slipped out a back door under police protection.

Disappointed fans then began throwing beer bottles and breaking up chairs. They battled with the police until fire hoses dispersed them. No one was reported injured and no arrests were made.

JAZZ FANS WAIT 6 HOURS

3,500 in Yugoslavia Audience Finally Hear Armstrong

LJUBLJANA, Yugoslavia, April 1 (UPI)—Louis Armstrong put on an after-midnight jam session today for 3,500 Yugoslav jazz-lovers who waited six hours to hear America's "Ambassador of Goodwill."

The concert hall was packed three hours before the show started. Fans were informed that the plane bringing Mr. Armstrong and his six-man group from Austria was behind time.

Shortly before midnight, they appeared still wearing traveling clothes; several carried suitcases in addition to their instruments.

It was understood that Mr. Armstrong planned to play only a few numbers. But the crowd's enthusiasm was so high he decided to go on. The session ended after 2 A. M.

ANOTHER SUCCESS FORECAST FOR "THE FIVE PENNIES"

Contributing mightily with Danny Kaye to the entertainment content of "The Five Pennies" is that internationally popular musician, Louis Armstrong. And mounting that popularity even higher these days is this same horn-tootin' Louis, as these New York Times despatches from Zurich, Switzerland, and Ljubljana, Yugoslavia, demonstrate.



LEFT

Early in his career, Red Nichols teams with his wife and Tony Valani. The team otherwise are known as Danny Kaye, Barbara Bel Geddes and Harry Guardino.

PICTURES AND NEWS FROM THE NORTH AMERICAN BRANCHES...

If you must tell me your opinions, tell me what you believe in. I have plenty of doubts of my own.

Goethe



HOLLYWOOD - A colorful couple at the Academy Awards ceremony in the Pantages Theatre were Cornel Wilde and Jean Wallace (Mr. and Mrs. in real life). Mr. Wilde, a player of many separate parts in the making of a film, secured admission to the function in the role of a pressman...The most recent film of the couple - "Maracaibo" --- is still proving a box-office winner in many spots around the globe.

The Censorship Evaluating Board of Germany awarded to HOT SPELL, a Hal Wallis production, the highest symbol of praise it can bestow --- "MOST VALUABLE" (Besonders wertvoll).



BOB CROSBY is a colorful and vigorous character as he clashes with Danny Kaye in the role of Red Nichols in the early part of "The Five Pennies."

CHARLOTTE It's Spring again. The sweetest music this side of heaven comes from the throat of a cardinal as he makes love to the whole wide world. Though man probes the mysteries of the universe to devise weapons of destruction, he cannot make a single tiny blue violet. Spring as it always will be, God's own tender secret.

Ringling-Barnum-Bailey circus opened the 1959 Season in Charlotte. Ruth Brown and her fiance, Wesley Kinnamon, attended the telecast showing on March 9 which was sent coast to coast by ABC-TV with Ernie Kovacs as master of ceremonies.

Byron Slaughter, 15 year-old son of salesman Barney Slaughter is a 3-letter man - football, basketball and baseball. Byron is a student at Sedgefield Junior High School.

Our own Ann Rivenbark, ledger clerk leaves this week to await the arrival of a brother or sister for son, Dale, age 22 months. A luncheon for Ann was held on St. Patrick's Day at Kuester's Restaurant. She will be missed by everyone.

Booking Clerk, Joyce Willis' father recently underwent surgery at Merch Hospital, and we are happy to report he is recuperating very nicely.

Polly Morris visited Silver Springs, St. Augustine and other cities on the east coast on a recent trip to Florida.

Two welcome visitors to our branch this week were: Mr. Hugh Owen, Vice-President, and Mr. W. G. Bradley, Division Manager.

Our congratulations and warmest wishes to Max Price, Booker, in Charlotte Branch, who begins his new duties April 6 in the Atlanta Branch as Office Manager and Head Booker. He will not only be missed by the exhibitors in the Charlotte territory, but by this friends and the personnel as well.

Welcome to Anne Davis, new employee, ledger clerk.

--Mildred Hoover



Among those importantly responsible for the successful sneak preview presentation of the Jerry Lewis comedy, "Don't Give Up the Ship", at Loew's Lexington in New York City were the members of this group. Reading from left: Murray Lenekoff, assistant to Loew's Theatres president, Eugene Picker; Frank La Grande, Paramount engineering executive; Mrs. Louise Leonard, manager of Loew's Lexington; and John Kohler, chief projection engineer for Loew's theatre circuit.

TARZAN'S GREATEST ADVENTURE, only picture about fiction's famous man reared among apes to be filmed on location in Africa, has completed shooting. Filming of interior scenes was completed at Shepperton Studios, London, early in April. Co-starring in the Paramount release are Gordon Scott, as "Tarzan," Sara Shane and Scilla Gabel. Sol Lesser Productions made the picture for Paramount release.



Among those attending the sneak preview of the Hal Wallis production, "Don't Give Up the Ship," starring Jerry Lewis, were Edmund DeBerry, Mrs. Hugh Owen and Sidney M.Markley, vice-president of American Broadcasting-Paramount Theatres. In the rear is James H.Richardson, Treasurer of Paramount Pictures Corp.

The biggest news in Charlotte continues to be the fabulous performance of THE TEN COMMANDMENTS. In many cases, we are getting more film rental for THE TEN COMMANDMENTS than we normally get for an entire year's product. We have recently begun selling our Drive-In accounts for the summer and with our current sales policy, we are really beginning to roll. The response is good and the exhibitor seems ready to give the maximum effort in presenting it to the public.

We have seen LAST TRAIN FROM GUN HILL and here is a picture in the best Paramount tradition. We feel that it will be a blockbuster for us in Charlotte, and with our other summer releases, we are once again in the driver's seat.

--Bob Hanes, Salesman

As you will note from later pages, our branch contributions are down to the two you see on this page. Your editor always starts out by designating five pages for branch news - but the number dwindles as deadline time draws nigh. Ho, hum!

WASHINGTON Herb Gillis, Branch Manager, returned chock full of enthusiasm after attending the New York Prevue of "THE FIVE PENNIES" which represents a fine example of Motion Picture Entertainment.

We in the Washington Branch are happy to report that the HUGH OWEN MONTH OF MARCH was a success. Now that Spring is in the offing, Bob Cunningham is spending his weekends as a horticulturist. Mrs. Billie Benick and husband John are sporting a new bright yellow Ford Galaxie.....More later.

--Bill Fischer

THE SURGE OF "T E M P E S T" ACROSS THE U.S.

The mighty Dino De Laurentiis production continues to prove its power at the box-office in a great many important release centres across the country. It is exercising particular power at the educational level, as testimony at the left indicates. This is an element that we expect to hear much more about.

@@@@@@



Here's the cover of the special Study Manual prepared by Paramount in connection with the national showmanship campaign on the Dino De Laurentiis production, "Tempest".....

UNIVERSITY of PENNSYLVANIA
PHILADELPHIA 4

The College

SLAVIC LANGUAGES AND LITERATURES
Bennett Hall

April 9, 1959

Mr. Saul Cooper
Paramount Pictures Corporation
Paramount Building
1501 Broadway
New York 36, New York

Dear Mr. Cooper:

Thank you very much for sending six supplementary copies of your Study Manual for Tempest. As you know, the film is already in the Philadelphia area and a number of our language and literature majors intend to see it.

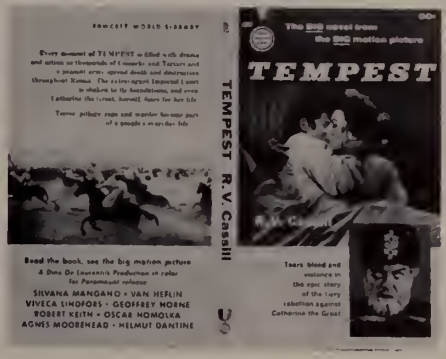
Gratefully,

Anna Pirscenok

(Miss) Anna Pirscenok

P/g

.....and here's tangible proof of the effectiveness of this showmanship idea. The manual is of course being utilized in scores of universities, hundreds of colleges and thousands of schools throughout the United States.



This is the novelization of the basic story of "Tempest." In paperback form, the book is being given world-wide circulation. Note the caption at top of the cover: "The BIG novel from the BIG motion picture."



LOS ANGELES - Imposing corner front of the Stanley Warner Theatre here played up the importance of the Dino De Laurentiis name in connection with the presentation of "Tempest."



This 24-sheet stand on the fringe of Philadelphia is representative of many other billboard stands for "Tempest" clear across the country. All spots were chosen with a clear eye to ready readability by the fast-moving autoist and his passengers.

At the time of going to press, the engagement of "Tempest" at New York City's mammoth Capitol Theatre was scheduled to begin its 5th week on April 23rd.



The DAILY CINEMA

Established 1912 No. 8133 Monday March 21 1959 PRICE SIXPENCE

AMERICA GOES IN FOR LONGER TELEVISION FILMS, IN SERIES

—But, Says Pinkney, Quota Not FIDO Will Restrict Them On British TV

TAX MADE THE DIFFERENCE

The 'Daily' To Look At US Trends

Telling TV Audiences 'Only On Big Screen'

Now Send 3 Telegrams

LONDON - The British film industry's "Daily Cinema" gave Page 1 prominence to the aggressive Paramount plan of advertising "Tempest" in bold fashion in TV Guide, America's foremost television programming publication. Reproduced here is portion of the article on the front page of March 23rd Daily Cinema.

THE SUN IS ALWAYS SHINING ON A NEW TRIUMPH OF "THE TEN COMMANDMENTS"



LIMA, Peru - Medium shot and close view of the almost incredible daily scene at the Tacna Theatre where "The Ten Commandments" is again being presented. But let us have Paramount Manager Lennart Bjorck tell the story in his own words:

....Here are two photographs taken in front of the Tacna Theatre, where once again "The Ten Commandments" is drawing thousands of people who stand in line for hours in order to see the picture. It is absolutely incredible to watch the patience of the public in getting their tickets. From early in the morning to late at night, the front of the Tacna looks exactly as you see it in these pictures.

The picture has now (March 30) played two weeks in the Tacna and Coloso Theatres, which together have a capacity of 5,000, and it has been capacity business practically all the time. Needless to say, the picture continues in both theatres indefinitely.



CARACAS, Venezuela - On the Latin American page (17) are photographs of the Castellana Theatre showing crowds assembled in their search for tickets for "The Ten Commandments". The great Cecil B. DeMille picture also was being shown during Easter Week at the Rialto Theatre (above). Paramount Manager Erich Grunspan has captioned this picture - "A daily fight to get a ticket to enter the Rialto Theatre in Caracas, where 'The Ten Commandments' is selling out every show during Easter Week."

On Page 11 is a picture of the front of the theatre Die Kurbel, where "The Ten Commandments" is in the 10th week of its third Berlin engagement. Earlier it had done 19 weeks at the Berlin Zoo-Palast and the Atelier am Zoo.



BANGKOK, Thailand - Return engagement of "The Ten Commandments" at the Grand Theatre was for 31 days, and again the box-office music rose to a crescendo.

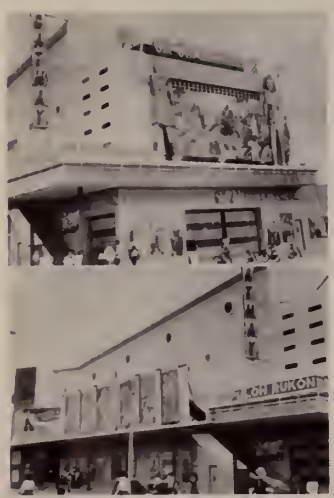
Initial engagement for the mighty DeMille picture produced a run of 73 days, thus making a total of 104 days at the Grand.

Exterior of the Grand for the return engagement is shown above.

BELOW

Crowds of Bangkok picture-goers storming the Grand for tickets for "The Ten Commandments." Manager Chana Chaikijkarana concluded his report in this vein: "We feel that the total run, as well as the takings earned by this picture will stand as a record in this territory for many years to come."





MALACCA, Malaya - Front and side views of the new Cathay Cinema here, showing the truly spectacular displays announcing "The Ten Commandments." The mighty picture shattered all records from the outset, and has since set a mark which should stand for many years.

= MOTION PICTURE DAILY = April 7, 1959

Cecil B. DeMille Memorialized in Resolution Adopted By MPAA Annual Board Meeting

The MPAA board of directors at its annual meeting yesterday unanimously adopted a resolution honoring the late Cecil B. DeMille, who was a member of the board of the association for 26 years. The resolution said, in part:

"WHEREAS, the late Cecil B. DeMille conceived and produced, for over forty years, a long series of motion pictures unique in their grandeur and power, and in them brought to the art of the motion picture the epic proportions of human history, so that the American motion picture industry and the name of DeMille achieved renown throughout the world; and

"WHEREAS, Mr. DeMille, as a member of the Board of Directors of the Motion Picture Association from March 27, 1933, to his death on January 21, 1959, brought heroic leadership and notable technical contributions to the American motion picture industry and left to all his fellow workers in it an enduring inspiration; be it

"RESOLVED, that the members of the Board, individually and as one, express their sorrow and regret at the death of this great friend and devoted leader, and mourn with those of all nations who honored his name and loved his art."



AUCKLAND, New Zealand: Sample of the effective, dignified use of announcements for "The Ten Commandments" in the foyer of the Embassy Theatre here.

PARAMOUNT PEOPLE AND EVENTS IN THE NEW YORK SCENE



BELOW

At the Loew's Lexington Theatre preview of Jerry Lewis' "Don't Give Up the Ship," Barney Balaban, Paramount president, is flanked by Mr. and Mrs. Joseph Hazen. At left is Hal Wallis, producer of the comedy hit.





Also attending the highly successful sneak preview of "Don't Give Up the Ship" were (left) Sidney G.Deneau, vice-president of Paramount Film Distributing Corp., and Paul Raibourn, vice-president of Paramount Pictures Corporation. (R.) Also at the preview were Nat Stern, New York branch executive, and William Brandt, noted circuit executive.

Origin of a Title

If you have wondered whence came the title of the Perlberg-Seaton comedy romance, "But Not For Me," know now that it comes from the popular song lyrics, "They're writing songs of love -- but not for me."

Clark Gable is the one on whom the truth dawns.

Perlberg Predicts...

On April 8th, in the board room of Paramount Pictures in New York City, Producer William Perlberg, speaking for himself and his partner, George Seaton, announced to the film industry press (above) the actual production facts concerning their current and future productions. It was a very representative meeting, and one of a very frank nature. Likewise it was one of great benefit to the industry in general, and was so reported in the industry's press during the following days.

In the course of his talk with the press, Mr. Perlberg stated that he expected Paramount to release "But Not For Me" probably in late August. Also, that the next Perlberg-Seaton production to go into work would be "The Rat Race," starring Tony Curtis and Debbie Reynolds, with a start set for next September. "The Pleasure of His Company," which is a current Broadway sensation, will be started in January with Fred Astaire and Lilli Palmer set for top roles, and probably Debbie Reynolds in the cast. Shooting on "The Counterfeit Traitor" will begin in June of 1960. Perlberg is scheduled to leave May 17 on a trip to Stockholm, Copenhagen, Hamburg and Berlin, the locales of the exciting,and true, story of World War II espionage.



Mr. and Mrs. Carlo Ponti en route by auto from Idlewild Airport to New York City for a quick look at Manhattan before taking off for Europe and the start of "Olympia." In New York City, Mrs. Ponti (internationally known as Sophia Loren), posed for special newspaper and magazine art for use in connection with her latest Paramount picture, "Heller With A Gun," in which Anthony Quinn co-stars with her.



Entrance to the New Amsterdam Theatre on 42nd Street, New York City, the morning following the announcement of the Academy Awards. An immediate identification of Susan Hayward, star of "Thunder In the Sun," with Susan Hayward the Award winner, is apparent.

ELLA FITZGERALD, voted No.1 singer in a nation-wide poll, will sing the title tune in Perlberg-Seaton's "But Not For Me." Miss Fitzgerald also will cut a disc of the Gershwin hit for Verve Records.

"But Not For Me," in which Clark Gable, Carroll Baker, Lilli Palmer and Lee J. Cobb star, is an August release.



Photo: Ed Sullivan

NEW YORK - "Heller With A Gun" completed, Sophia Loren arrives in New York via American Airlines Jet en route to Europe where she will commence filming of "Olympia" early in June.

Vittorio de Sica....

...famed Italian actor and director, will co-star with Clark Gable and Sophia Loren in "Bay of Naples," Shavelson-Rose production for Paramount.



De Sica will join the company about June 1 when production starts in Naples. He will portray a Neapolitan lawyer in this romantic comedy concerning an American lawyer and an Italian girl.



"THE FIVE PENNIES" E' UNO DEI PIU' BEI FILM FATTI DALLA NOSTRA CASA

* * * * * * * * * * * *

C'è una regione speciale per cui questo mese riserviamo a Danny Kaye una buona parte della nostra colonna. E la ragione è che questo bravo attore dalla lunga e brillante carriera ha recentemente terminato un film che delizierà il pubblico di tutto il mondo per molto e molto tempo. Possiamo anzi affermare che questo lavoro costituirà, sotto ogni aspetto, uno dei maggiori successi di marca Paramount che lo schermo abbia presentato finora. Il film, come avrete ormai indovinato, è THE FIVE PENNIES e abbiamo tutta l'impressione che a questa felice realizzazione cinematografica finiremo col dedicare parecchie righe di questo intero numero.

Perchè THE FIVE PENNIES di Danny Kaye vanta l'insolito privilegio di possedere tutto quello che di buono si può desiderare in un bel film. Prima di tutto, è una pellicola profondamente umana, che tocca il cuore. In secondo luogo, ha una trama interessante e poichè si tratta di una storia realmente accaduta, non v'è niente di esagerato o inverosimile. E poi ancora ha una magnifica musica, come raramente si è sentita in un film. E per di più è proprio quel tipo di musica che in questo momento ha acquistato enorme popolerità internazionale tra il pubblico cinematografico di tutti i paesi e di tutte le età. Superfluo infine aggiungere che il film ha interpreti ottimi, che Danny Kaye è persino superiore a sè stesso in qualsiasi altra interpretazione e che Barbara Bel Geddes dà vita al suo ruolo con tale naturalezza e sentimento che le accattiveranno certo la simpatia e l'affetto di tutti.

In poche parole (o molte, se vi fa piacere), THE FIVE PENNIES è proprio un gioiello della Paramount, una vera benedizione per l'industria cinematografica in genere, una promessa di oltre due ore di delizioso divertimento per i milioni di amanti del cinema in tutti gli angoli della terra, come mancava da anni.

Nel frattempo, LA TEMPESTA sta irrompendo sugli schermi del mondo. La sua uscita a Pasque contemporaneamente in 400 locali degli Stati Uniti è la prova più chiara che i grandi film, con grandi artisti e soggetti interessanti continuano ad attrarre al botteghino enormi masse di pubblico, e non occorre dirvi quale sia l'ammirazione generale per gli eccellenti interpreti di LA TEMPESTA, specialmente Van Heflin. Naturalmente tutto questo non fa che aumentare l'interesse del pubblico pei futuri film del produttore De Laurentiis.

I trionfi di I DIECI COMANDAMENTI seguitano a moltiplicarsi in un'atmosfera di successo senza fine. Anche questo mese, come ormai da oltre quattr'anni a questa parte, abbiamo sempre più notizie da darvi su questa immortale produzione di DeMille della quale ci ripromettiamo parlervi finchè esisterà questa nostra pubblicazione. E forse il più grande miracolo di questo film è quello che si sta verificando in qualcuna delle città medie degli Stati Uniti dove la pellicola è attualmente in programmazione per la quarta volta, con incassi superiori a quelli record dell'uscita inaugurale.

Il mese scorso vi abbiamo offerto una relazione dettagliata sulla qualità e il merito dei prossimi film Paramount, relazione che ci auguriamo vi sia stata tradotta localmente nella vostra lingua, come speriamo avvenga, e con la stessa vena di ottimismo, delle altre notizie dello stesso tipo incluse nel presente numero.

TURIN Front of the Cinema Augustus here is a proof that management has made full use of all of the advertising material available on "Desire Under the Elms."





PARIS - On her recent trip to Europe (and she'll be there again soon, making "Olympia"), Sophia Loren was much sought after by the press of Paris. Here is a photograph of her being photographed with Alberto Lattuada, director of "Tempest" for Dino De Laurentiis.

("Olympia," by the way, will have a most exceptional cast. Supporting Sophia Loren will be Maurice Chevalier, Angela Lansbury and Isabel Jeans. The picture deals with court intrigue in the Vienna of 1910).

PERSONALITIES AND EVENTS IN THE CONTINENTAL SCENE



EMINENT VISITORS FROM TURKEY

HOLLYWOOD - Paramount Studio played host recently to Turkey's Minister of Interior, Dr. Namik Gedik and his official party. They are shown above in the office of Vice-president Y. Frank Freeman, head of the studio.

Reading from left: Lt.Robert G.Lyle, U.S. Coastguard, Treasury Escort Officer; Miles G. Ambrose, Ass't to Secretary of Treasury for Law Enforcement; Cemel Goktan, Chief of Turkish National Police; Mr. Freeman; Dr.Gedik; Mr. Adolph Zukor; Ferit Kubat, Chief of Political Section, Turkish National Police; Major Resat Mater, Personal Aide to Dr.Gedik; and James Mendlin, U.S.Treasury Department Interpreter.



ATHENS - Mr. Savas Pylarinos, head of Savas Films, distributors of Paramount Pictures in Greece, was recently honored by a visit to his offices from that country's Secretary of State for Trade and Industry, Mr. Nicholas Marty.

Pictured above are Mr. Marty (seated), then Mr. Pylarinos; Mr. Samaleas, State Principal Legal Adviser; and Mr. Arvanitis, private secretary of the Minister.



PARIS - Positively compelling display at the Cinema Wepler for "Tempest." Here action, and the two words of the title, tell an irresistible story - and the packed attendances at the theatre bear the story out.

"Olympia"

This is the tentative title of the Sophia Loren picture to be filmed in Europe beginning in June, by Ponti-Girosi. Co-starring with Miss Loren will be John Gavin, and two other important members of the cast will be Maurice Chevalier and Isabel Jeans.



AMSTERDAM - Gersons, the very fine department store here, gave superlative window cooperation when Alfred Hitchcock's "Vertigo" was released at the famous Tuschinski Theatre.

Fine window display cooperation was also forthcoming from Pan American Airways.



FRANKFURT — One of a succession of advertising pillars in downtown Frankfurt carrying the message of "The Black Orchid" to flocks of potential picturegoers.



BERLIN - "The Ten Commandments" has returned here for another exclusive run, this time at Die Kurbel Theatre. This is its first Berlin engagement since the original opening at the Zoo Palace and move-over to the Atelier am Zoo. Boris Jankolovics, Supervisor for Germany, reports that the front-of-house display at Die Kurbel is the most extensive that this theatre ever has had. This very successful Berlin run is coincidental with the Easter release wave of 42 situations in Germany.

Windows....

ZURICH - The advent of "St. Louis Blues" and the great popularity of Nat 'King' Cole, provided Starfilm Manager Jules Gendre with a perfect opportunity to secure window displays in at least 8 of the city's top music establishments. Shown below



is one of these windows, with plenty of prominence given to Mr. Cole....And



here is another radio,TV and music store with one of the musical film's top posters adorning the door.



And finally, above is one more of the windows, with plenty of emphasis on the picture, with display cards along the entire front, and with notices indicating that the film was at the Urban Theatre.

THE "MARACAIBO" COCKTAIL

The cocktail originated by Cornel Wilde and Jean Wallace in their production, "Maracaibo," has become very popular in Portugal, according to Manager Emilio Prister. He has sent us one of the cards which have appeared on the bars and tables of Lisbon, and in case you are interested in the cocktail, here are the ingredients:

- Juice of ½ lemon
- White of one egg
- 2/4 of Gordon gin
- 10 drops of Grenadine
- Ice

...to be mixed in shaker until it develops a foam. When poured, it should have a pink color, with the white foam of the egg on top.

Drink leisurely, ask for another - then count your grosses!



BARBARA BEL GEDDES sings and dances for the first time in her film career in "The Five Pennies." Accompanying star Danny Kaye she sings two numbers composed by Sylvia Fine (Mrs. Kaye), and does a rollicking dance in true jazz era fashion.

ANTOFOGASTA, Chile -- Banner for "The Ten Commandments" across one of the main streets. Building at right houses the Paramount office.



"LAS CINCO MONEDAS," UNA DE LAS MAS GRANDES PELICULAS PARAMOUNT JAMAS REALIZADAS

Algo muy especial nos obliga a dedicar gran parte del reportaje de este mes a Danny Kaye, el talentoso actor de larga y brillante carrera que acaba de realizar un film que promete hacer las delicias de todos los públicos, en todo el mundo, por largo tiempo. La película será, sin duda, una de las de mayor éxito jamás llevadas a la pantalla bajo el sello Paramount. Nos referimos, naturalmente, como habrá adivinado el paramountista, a la película "Las cinco monedas" ("The Five Pennies"), y estamos seguros de que gran parte de este número de Paramount World será destinado a dar a conocer esta feliz realización cinematográfica. . . "Las cinco monedas", de Danny Kaye, goza del insólito privilegio de poseer todas las buenas cualidades que una buena película pudiera desear. En primer lugar, es una película que mueve el corazón, profundamente humana. La trama es vivamente interesante y, siendo verídica, resulta tanto más convincente y conmovedora. La música es también impresionante, como raramente se ha oído en una película. Es el género de música que en 1959 se ha conquistado tremenda popularidad internacional entre el público cineasta de todos los países y de todas las edades. Y el reparto, encabezado por Danny Kaye, es también de primerísimo orden. Danny Kaye se supera a sí mismo y Bárbara Bel Geddes imparte vida a una caracterización que habrá de ganarle la simpatía y los aplausos de todos los públicos, dondequiera se exhiba. En pocas palabras (o en muchas, si se quiere), "Las cinco monedas" es una joya fílmica de la Paramount que promete proporcionar a millones de cineastas en todo el mundo algo más de dos horas de regocijante entretenimiento, como no habrán experimentado en muchos años.

Mientras tanto, "Tempestad" ("Tempest") irrumpe en las pantallas del mundo. Su estreno simultáneo, el día de Pascua de Resurrección, en más de 400 teatros de Estados Unidos, demuestra que las grandes películas, con grandes intérpretes y grandes argumentos, siguen constituyendo un poderoso atractivo taquillero, como el público demostró también con su favorable acogida a esta película, su aprecio por una excelente labor artística por parte de los más destacados intérpretes, especialmente la de su protagonista, Van Heflin, en el impresionante papel de Pugatchef. El vivo interés despertado por esta película imparte especial importancia a los proyectos fílmicos de Dino Delaurentiis para el futuro inmediato. . .Los constantes triunfos de "Los Diez Mandamientos" siguen multiplicándose en un horizonte de éxitos sin fin. Este mes, como lo hemos venido haciendo durante más de cuatro años, apuntamos nuevos logros de esta imperecedera película de Cecil B. DeMille, como esperamos poder seguir haciéndolo mientras se publique este boletín. Los más maravillosos éxitos de esta película se han producido, quizás, en las ciudades de mediana población de Estados Unidos donde "Los Diez Mandamientos" se está exhibiendo por cuarta vez, con recaudaciones de taquilla que sobrepasan a las obtenidas durante la exhibición inaugural. . . El mes pasado ofrecíamos un detallado informe sobre la calidad y el mérito del venidero producto Paramount, informe que esperamos haya sido traducido en las distintas localidades para beneficio del paramountista, como desearíamos se hiciera con el altamente optimista informe sobre el futuro producto Paramount que publicamos, en inglés, en este número de Paramount World.

Lima's Coloso

LIMA, Peru - In the mighty, continuing story of "The Ten Commandments," much of the emphasis has been on the Tacna. However, show the great picture day-and-date has been the tremendously imposing Coloso - modern, magnificent and a great favorite with the mass audiences, a fact proven by the unending queues in the above front and side views of the theatre.

The Coloso has 3,000 seats, and "The Ten Commandments" has broken all of the theatre's records by remaining for a third week - first time in the cinema's history.

##########





"No Bail For the Judge"



For those who wonder how the always urbane Alfred Hitchcock manages to keep so cool -- there snow place like Switzerland..... that's the place to be cool -- and collect!

NEWS AND VIEWS OF THE HOME FRONT ON TIMES SQUARE, N.Y.C.

Laden with invigorating sunrays and the soft, mellow hues of nature, Spring days embellish sauntering to the subways in the a.m. to ride to work with enjoyment (until one enters the trains during the rush hour).

Speaking of Spring, Joe Diana - Traffic Department, is welcoming the season in his usual way - by keeping his hair cut as short as bristles.

By the time this issue is out, Ralph Rosello and Ceil Morone will be several-week-old newlyweds.....Anne McPolin, Mr. Clug's secretary, flew to Detroit to attend the wedding of her nephew, Arthur Grant several weeks ago.

Newcomers to Paramount: Louis Apet is the new mail clerk on the eleventh floor. He is replacing Harold Zuchman who has been promoted to contract clerk. John McKeown, former contract clerk, has been promoted to junior contract analyst trainee, while Ronald Girard, who was previously in John's new position, is now an intermediate contract analyst.

Newcomers to the World: April brought with it a pair of brand new grandfathers - one for the first time.....Tommy Tinston's first is a boy - Blake Ashley Vartanian, born April the 8th. His weight was 6 lbs., 13 oz. Evelyn Vartanian, Tommy's daughter, is the baby's mother.....Joe Coote is a granddad again. His son Joe, Coote, Jr. and wife Georgiana became the parents of a girl - Elizabeth Ann Coote, born the 14th. Her weight was 7 lbs., 4 oz. This is the fifth grandchild for Joe, Sr. The crew consists of four girls and one sole male.



A NEW GRANDFATHER: Paul Ackerman, Paramount International's publicity director, cuddles his ten-day-old granddaughter, Karen Joan Ackerman, in the home of his son and daughter-in-law in Westfield, Massachusetts.



A CLOSEUP: Here is Karen Joan again, in the Wesson Maternity Hospital at Springfield, Massachusetts; the above photograph was snapped when she was only one day old. Her father is Barclay Ackerman, Paul Ackerman's son.

The eleventh floor held an Academy Awards pool, initiated by Sandra Dubler. Michael Berman and Max Balaban were the winners. The prize was $20 a piece for guessing correctly in nine categories. With the money, they bought Sandy candy and cookies for the rest of the floor.

Everyone on the tenth floor was sorry that Pamela Priestly left Paramount. Her co-workers in the billing department bought her a black leather bag as a going-away gift.

Hugh Owen spent the month in Florida on a combination business and pleasure trip.

News and pictures (especially both) are always welcome in Room 1010.

— Helen Kwartler

--BOWLING NEWS--

The Shirley Booth team captured the championship of the Paramount Pictures Club Bowling League on the final night of the season. Capt. George Casiano (NY Branch) had plenty of help from: Brenda Herman, Gloria Adelhelm, Bill Wickesser and Len Feldman. The Danny Kaye team nipped Yul Brynner by half a point for runner-up honors.....Helene Coleman led the gals average parade with 139 and also won the high series title with 487. Kay Burke blasted out a 202 for high game honors and Grace Gangluzza won the Bowler of the Year title.



THE "LAST TRAIN FROM GUN HILL"
WILL CARRY ONLY ONE OF THESE
TWO DESPERATE, DETERMINED MEN

Honesty is the best policy, but he who is governed by that maxim is not an honest person.
-Archbishop Richard Whately



BEIRUT, Lebanon - Decorative 24-sheet poster for "Desire Under the Elms" curved around the circular canopy of the Metropole Theatre here was one of the many elements contributing to the fine business registered by this superb production of the late Don Hartman. Presentation of the picture was also backed by an extremely effective newspaper and magazine publicity campaign.

AT RIGHT

Important Contractual Event.....

SAO PAULO - Photographed here is the historic occasion of the signing of a contract whereby "The Ten Commandments" will enter the internationally renowned Ipiranga Theatre here on July 15th next for a minimum of 26 weeks.

Shown signing the contract is Sr. Julio Llorente, Director General of the great Serrador Circuit. Seated to the right is Dr. Florentino Llorente, Director-Secretary of the Circuit. Paramount Latin-American Division Manager Henry B. Gordon is seated at left. Sao Paulo Branch Manager Michele A. Mancini is standing at right.

In announcing this momentous event, Division Manager Gordon paid special tribute to the part Mr. Weltner played in the basic negotiations during his recent Latin American tour, and to the continuing and constructive work of Branch Manager Mancini since that time.



"OS CINCO VINTENS" É UMA DAS MELHORES FITAS DA HISTÓRIA DA PARAMOUNT. OUTRAS NOTAS

* * * *

Há um motivo forçoso para que o nome de Danny Kaye figure no primeiro tópico desta coluna. É que Danny, depois de uma longa e distinta carreira cinematográfica, volta agora feito o protagonista de uma fita irá espalhar prazer pelas platéias de todo o mundo. De fato, queremos profetizar que o seu efeito será de permanência duradoura. Seja qual fôr o ângulo que a olhemos, esta produção se nos afigura como uma das mais vitoriosas ainda feitas pela nossa casa. A fita, como já o demonstramos no cimo desta coluna, é "The Five Pennies", em homenagem à qual será dedicada larga parte desta edição.

Esta admirável produção de Danny Kaye goza, excepcionalmente, do privilégio de ter de tudo. Em primeiro lugar, tem "coração". Isto é -- tem sentimento humano numa proporção única. E, além disso, tem argumento, sendo que êste tem o primoroso dom de ser puramente verdadeiro e logo— "crível". E ao cabo disso, tem música...mas música como raramente já se ouviu numa sala de cinema. E essa música é de um padrão que nêste ano de 1959 pode se fazer mundialmente popular e graças à sua comunicabilidade sem precedentes, o seu "charme" atingirá todos os tipos de frequentadores do cinama. Escusado é dizer que esta fita contém igualmente um elenco formidável, com o admirável Danny Kaye à frente. Bárbara Bel Geddes nos dá uma caracterização que será apreciada por tôda a parte.

Numa palavra (ou em muitas, if you please), "Os Cinco Vintens" é uma joia no escrínio dêste ano da produção Paramount. Será também uma honra para a indústria e um deleite para as populações cinemeiras de todos os países. É, se podemos usar de uma classificação a mais -- uma fruta suculenta e rara! (Merecida exclamação).

Enquanto falamos de fitas a estreiar, devemos tratar também das estreiadas, e assim, dizermos do êxito de "TEMPESTADE", que foi atirada às auras populares em 400 cine-teatros através de todos os Estados Unidos. O impacto de um tal lançamento, claro, tinha que dar resultados imediatos -- e deu. As rendas bilheteirísticas da data da estréia até agora - têm sido ótimas. De fato, com uma fita como "TEMPESTADE", com um elenco como tem, com Van Helflin na sua melhor e inimitável caracterização de Tugatchef, não se podia esperar outra recepção. É caminho aberto à próxima produção de Dino De Laurentiis.

Parece não ter fim (e não tem) a série dos triunfos de OS DEZ MANDAMENTOS. Temos novas notícias, para êste mês, como tem sucedido em tôdas as nossas edições no decorrer dos últimos 4 anos. O imortal filme de Cecil B. DeMille continúa a colhêr louros elogiativos e os resultados de bilheteria sempre crescendo, em todo o mundo. Mas talvez o maior entre os milagres da popularidade dêste filme, é o que se observa em certas pequenas cidades americanas, onde o filme— exibindo-se há anos -- continúa a fazer quase q. as mesmas rendas do começo.

No mês passado tratamos com largueza de espaço e com minúcia do valor da nova safra de fitas da Paramount. Esperamos que essa nossa exposição tenha sido traduzida localmente para o benefício dos que não sabem inglês. Nesta edição damos mais algumas notas, que são uma continuação da outra reportagem.





OPORTO, Portugal - This music store window in this second city of Portugal is, in the words of Paramount Manager Emilio Prister, "completely Elvis Presley from top to bottom." Showmanship was devised in conjunction with the release of "King Creole."



Bob Crosby brings his band-leading and singing talents to the early jazz sequences of Danny Kaye's "The Five Pennies."

SUCCESS SHOWMANSHIP STORIES TOLD IN PICTURES FROM LATIN AMERICA

* *



NEW YORK - Last month we picture-reported the Latin-American journey of Dino De Laurentiis in the interests of advance plans for the production of "His Name Was Bolivar." Above is a full page advertisement from the April 15 issue of Variety announcing the picture.



PANAMA - Illustrated in recent issues have been phases of the exceptionally fine campaign of public relations devised by Central American Manager Mario Ghio for the presentation of "The Ten Commandments" at the Lux Theatre. This taxi, which carried a message rather than passengers for a number of weeks, was still another phase of the activity which contributed to the phenomenal success of the mighty DeMille production.

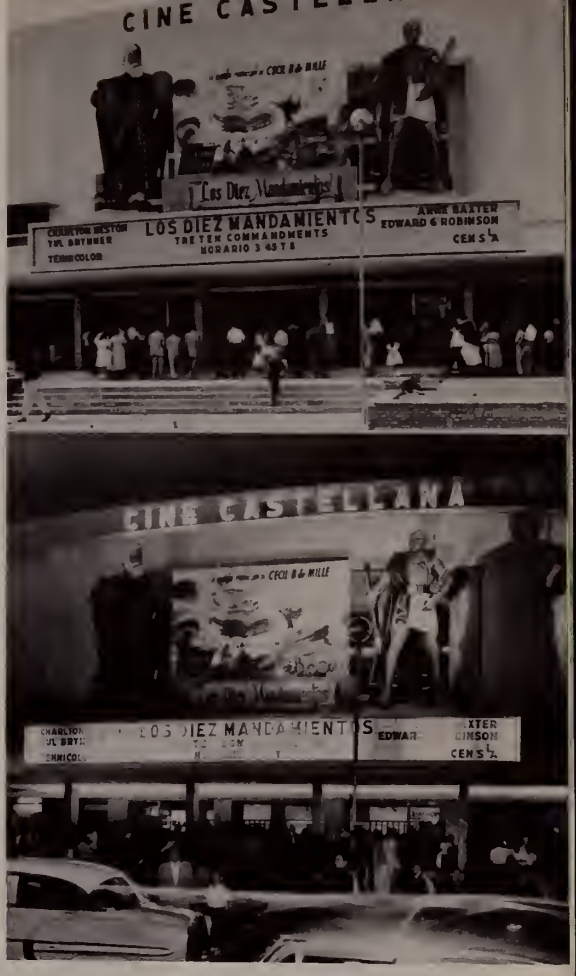


CIUDAD TRUJILLO, Dominican Republic - On his recent business swing through the Caribbean area, Latin American Division Manager H.B.Gordon visited this republic. He was accompanied by Frank J. Planas, Manager in Puerto Rico, whose territory also includes the Dominican Republic. Shown above, from left, are - Mr. Planas, Mr. Gordon, Mrs. Gordon, and Mr. Joaquin Ginebra, Paramount Agent in the Dominican Republic.



HOLLYWOOD - Marlon Brando, extraordinarily busy as director and star of "One-Eyed Jacks," takes special time off to pose with one of the top international film correspondents of Hollywood. He is Armando del Moral, representing many important publications of Latin America and Spain. Mr. Brando is at right.

ON THE BASIS OF PREVIEW, STAFF AND EXHIBITOR SCREENINGS, IT IS GENERALLY REGARDED THAT "DON'T GIVE UP THE SHIP" IS THE BEST JERRY LEWIS COMEDY OF ALL.

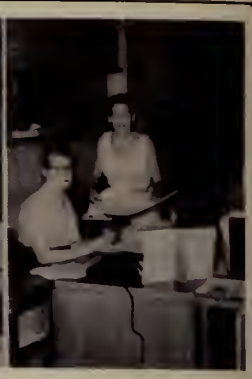


CARACAS, Venezuela - Back in the very early days of the presentation of "The Ten Commandments" in South America, a premiere in Caracas was interrupted by local turmoil. At the time, the management of the Cine Castellana announced that the picture would return in all of its great glory. That time is now, as these day and night views of the Castellana graphically indicate. These photographs were taken during Easter Week, and in both instances the theatre is displaying signs indicating that the house is "sold out!"



BUENOS AIRES - Hal Wallis' "Rock-A-Bye Baby had a triple-theatre day-and-date release here, and the top house of the trio was the Normandie. Paramount Managing Director Hugo Stramer reported that the earlier Jerry Lewis pictures, "Delicate Delinquent" and "Sad Sack" had been great successes, but that "Rock-A-Bye Baby" had far outgrossed them.



Unless you can find some sort of loyalty, you cannot find unity and peace in your active living.

Josiah Royce



STOCKHOLM * Part of the punchy showmanship campaign on "Vertigo" in the film's run at the Saga Theatre was the distribution of 10,000 two-color heralds at all main underground (subway) entrances. And because Stockholm undergrounds are quiet and leisurely, but efficient, the heralds had plenty of study by the travelling Stockholmers.



Pina Pellicer

****This is the fine young Mexican actress who has shone so superbly as Marlon Brando's leading woman in "One-Eyed Jacks" that she has been signed to star in several more pictures for Pennebaker Productions. This is the producing company making "One-Eyed Jacks" for Paramount release.

Washington

Recently a well-directed camera wandered around the Paramount branch in the nation's capital and came up with the above snapshots. In the first scene, Eastern Division Manager John G. Moore is shown doing some phone checking with head office. In the next scene we are in the Cashier's Dept., with Ida Green seated, and standing, from left, P-Nuts Lee, Alice Robrecht and Jeanne Dixon. Next to the Booking Dept., with Bill Fischer seated, and l. to r. Al Landgraf, Bob Cunningham and Billie Benick. Finally, the Contract Dept., with Miss Jean Brownley, left, and Miss Helen Schultze.

'Tempest' Big 21G, Det.; 'Hot' 20G, 4th

Detroit, April 21.

Looks like a fast week again for downtown houses. Best of newcomers is "Tempest" which is flying high at the Palms. "T"

VARIETY

'Tempest' Good $8,000. Port.; 'D

Variety reports on "Tempest" from Detroit and Portland.....

"TEMPEST" IS TERRIFIC SUCCESS IN INDIA

INSPIRING CABLE FROM PARAMOUNT'S GENERAL MANAGER K.S.VAIDYANATHAN FORECASTS GIGANTIC BUSINESS FOR THE GREAT DINO DE LAURENTIIS PRODUCTION **********

TOP GOVERNMENT OFFICIALS, MEMBERS OF DIPLOMATIC CORPS AND PROMINENT CITIZENS ATTENDED LAST NIGHT'S GALA INVITATIONAL SCREENING OF "TEMPEST" AT THE RIVOLI, NEW DELHI, INAUGURATING THE ITALIAN FILM FESTIVAL. THE DISTINGUISHED AUDIENCE COMPRISING PEOPLE OF VARIED INTERESTS AND TASTES GREATLY APPRECIATED AND ALSO LOUDLY APPLAUDED THE MAGNIFICENT DINO DE LAURENTIIS PRODUCTION. PICTURE HAS TREMENDOUS BOX-OFFICE POTENTIAL AND AN ALL-CLASS APPEAL AND WE ARE SURE IT WILL OUT-GROSS "WAR AND PEACE" IN THIS TERRITORY. DELEGATION OF ITALIAN FILM PERSONALITIES ATTENDING FESTIVAL INCLUDED "TEMPEST" DIRECTOR ALBERTO LATTUADA, AND STARS ROSSANA PODESTA AND FRANCA BETTJA.

- VAIDYANATHAN

IMPORTANT PARAMOUNT EVENTS PICTURED IN AUSTRALIA AND NEW ZEALAND

"T.T.C." Terrific in N. Z.

A cable from General Menager Stanley H. Craig in Auckland to Milton Goldstein, international co-ordinator of "The Ten Commandments" in New York, indicates that the mighty Cecil B. DeMille production continues to shatter records in New Zealand.

In Auckland, despite torrential rains, the picture is giving the Embassy amazing business. In Wellington, according to Mr. Craig, the first week has been an "All time Wellington record any film any theatre." Nothing could be any better!



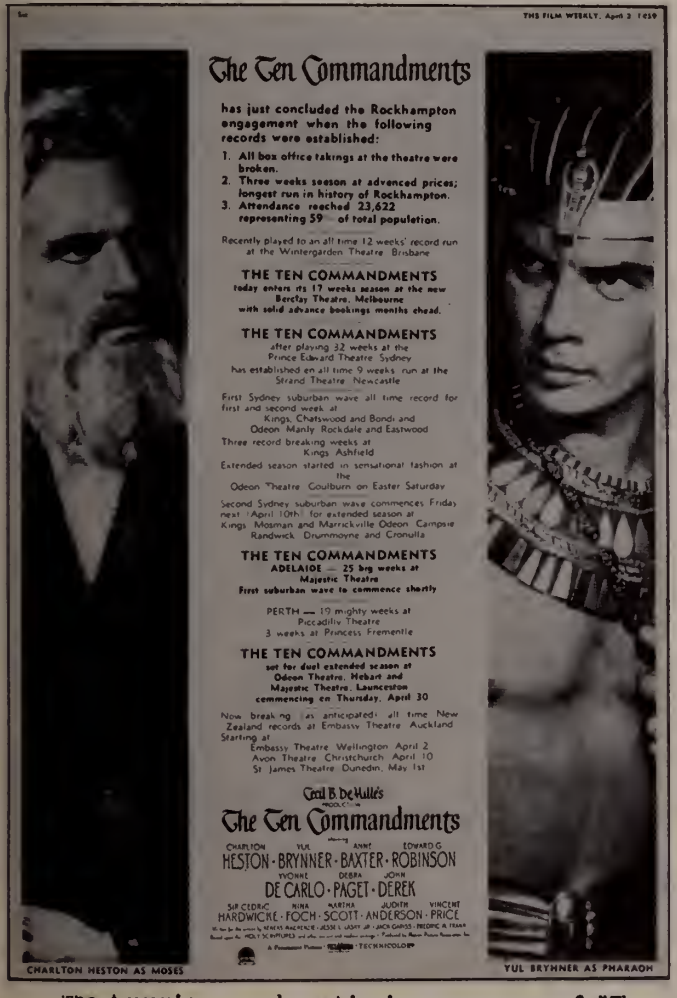
NEWCASTLE - Front of the Strand Theatre here, where "The Ten Commandments" recently played to thundering business for 5 solid weeks.



AUCKLAND, New Zealand - Front of the Embassy Theatre, when "The Ten Commandments" is doing the most sensational business ever recorded by this theatre. The horizontal band of light at left is an electric flasher illuminating a sign reading "Cecil B.DeMille's Production of 'The Ten Commandments."



AUCKLAND - Embassy Theatre Manager Alan Walden, left, and Paramount Publicity Manager Jim Williams indicate satisfaction over that happiest of all signs that a theatre can display -- "House Full." The instrument of their satisfaction is indicated by the large sign above them.



The towering - and continuing - success of "The Ten Commandments" in Australia is brilliantly summarized in this full-page advertisement which appeared in all of the film trade publications of that country. It is significant that this summation represents but a fraction of the mighty picture's potential in Australia.



SYDNEY - One of the 2 window displays of this city's leading milliner, "June Millinery," in busy Pitt Street. Prominent in both windows were stills from "The Matchmaker" and hats modelled from the film which ran for four highly successful weeks at the Prince Edward Theatre.



SYDNEY - So heavy was the demand for Elvis Presley records that the big department store of Nock and Kirby installed a "Private Presley Bar." It functioned just in time to meet heavy demands at the time of the release of "King Creole."

"HOUSEBOAT," given a new and exciting pattern of release in Sydney, is proving to be a mighty strong winner. We'll have some interesting sidelights on this campaign in next month's issue....as well as a lot of interesting news about the steadily mounting triumph of the mightiest of them all - "The Ten Commandments."

ON THESE TWO PAGES WILL BE THE PRACTICAL MATERIALIZAT PARAMOUNT'S FORWARD P

In noting the product announcement on the page opposite one very important fact stands out ---- a total of twenty-seven (27) new Paramount pictures will be found here. Each and every one of them a picture of maior box-office and entertainment prominence; each and every one with stars of importance; each and every one a sure guarantee of the industry's progress. It is an announcement of distinct Paramount importance.

Point On "Pennies"

One prominent exhibitor who caught the sneak preview of Paramount's "Five Pennies," starring Danny Kaye was telling us the other day what a wonderful picture it was. Then he added significantly, "Exhibitors should go all out to promote a Danny Kaye picture. Here's one of the most talented performers in the business. He has never succumbed to the lure of television confining his activities to motion pictures and personal appearances. We should go all out for him—particularly with a heart-warming picture that should build with good word-of-mouth."

The man's got a point!

Here's a particularly fine tribute to one of the pictures listed on the page opposite ---- "The Five Pennies." It was published as an editorial in the Independent Film Journal of April 11th., and was written by Editor Morton Sunshine.

"Quality in Quantity"

EXHIBITORS at home and abroad will welcome th news this week that Paramount has seven pictur completed, eight in various stages of actual produ tion and twelve others in preparation. For the 1959- season Paramount has adopted the slogan "Quality Quantity." Paramount's inventory of finished pictures i cludes "Tempest," "Thunder in the Sun," "The Hangman "Last Train from Gun Hill," "That Kind of Woman "Don't Give Up the Ship" and "The Man Who Could Che Death."

Equally important to showmen with the fact that the properties have been cast and planned with top grossi calibre in mind is that each of them is to be backed wi a comprehensive merchandising campaign. The goal is get the maximum revenue possible from each attracti This requires long-range planning.

Product is paramount and Paramount has product th should give an excellent account of itself.

And this is what the Motion Picture Herald, als of April 11th, had to say of Paramount's progressiv policy of "Quality in Quantity."

****

The Film Daily

Along the Trade with PHIL M. DALY

Thursday's Tidings

• • • EMPHASIS UPON QUALITY is eminently desirable in today's film market. . . . But, as the gentlemen of Paramount comprehend, there is something even more so: "Quality in Quantity." . . . That Paramount has the pictures to meet this formula is well established in the company's current trade advertising, which notes that a total of 27 top-quality pictures are completed, editing, shooting and in preparation. . . . Naturally, that is a source of satisfaction to Paramount, but it must be no less so to its customers. . . . As Martin S. Davis was saying the other day: . . . "Product is the backbone of our industry, and Paramount is infinitely proud to be doing its part in stiffening that backbone."

▼ ▼ ▼

The trade press was highly complimentary to Paramount's ad experts in the matter of the 4-page insert we have pictured on the page opposite. All of them paid editorial tribute to the advertisement's importance in specifically demonstrating a continuance of high-grade product for the exhibitors of the world.

Reproduced above is the editorial tribute of The Film Daily.

FOUND
TION OF
ANNING



Page One of the advertisement arrested the industry with the slogan - "QUALITY IN QUANTITY."



The centre-fold set forth both the "Quality" and the equally important "Quantity."



And the fourth page gave extra measure of both, plus the always reassuring commodity known as "continuity."

One man with courage makes a majority.
Andrew Jackson



HOLLYWOOD - One of the most photographed celebrities at the Academy function last month was Sophia Loren - and when you look at this picture you know why.

To a brave man, good and bad luck are like his right and left hand. He uses both.
-St. Catherine of Siena

RIGHT

BRUSSELS - Here is ace showmanship in behalf of Jerry Lewis' "Rock-A-Bye Baby." This is a full page from "Le Patriote Illustré," one of the most important magazines of Belgium. The whole page is devoted to a nation-wide "Twin and Triplet Contest" held in connection with the release of "Rock-A-Bye Baby." The contest was organized and sponsored by (a) Le Patriote Illustré, (b) the great department store of Les Grands Magasins de la Bourse, and (c) Les Films Paramount.

Many wonderful prizes were offered for the winning 15 sets of twins and triplets. Next month we hope to publish more news about this very excellent piece of showmanship.



"THE FIVE PENNIES" EST UN DES PLUS GRANDS FILMS QUE PARAMOUNT AIT JAMAIS REALISES

* * * * * * * *

Nous avons une raison toute particulière de consacrer à Danny Kaye une grande partie de cette colonne ce mois-ci. Danny, après une carrière cinématographique longue et exceptionnelle, est le héros d'un film qui apportera de la joie au monde entier pendant les années à venir. Ce film sera, à tous les points de vue, un des films les plus réussis présentés sous la bannière de Paramount. Ce film, comme vous l'avez déjà deviné, c'est "THE FIVE PENNIES" et nous avons l'impression que ce numéro du Paramount World sera consacré en grande partie à ce film heureux.

"THE FIVE PENNIES" avec Danny Kaye jouit du privilège extraordinaire de réunir tous les éléments de succès. Tout d'abord, il est profondément humain. Ensuite il comporte une histoire, et cette histoire à l'avantage d'être vraie, c'est-à-dire tout-à-fait crédible. En outre, il y a la musique : une musique telle qu'on n'en a jamais entendue auparavant dans aucun film. C'est le type même de la musique qui est internationalement populaire en 1959. Populaire pour tous les spectateurs, quel que soit leur âge. Et bien sûr, il y a une distribution formidable : Danny Kaye se surpasse lui-même et Barbara Bel Geddes interprète son rôle avec une authencité telle qu'elle gagnera le coeur et l'affection du monde entier.

En bref (ou en long, si vous préférez) "THE FIVE PENNIES" représente un bijou pour Paramount, un bienfait pour l'industrie cinématographique tout entière, et un immense plaisir pour les millions de spectateurs qui, en deux heures, goûteront le divertissement le plus délicieux qui leur ait été offert depuis de nombreuses années.

Entre temps "LA TEMPETE" déferle sur le monde. Ce film est sorti à Pâques dans plus de 400 cinémas des Etats-Unis et il a suscité la réaction massive que suscitent tous les films avec une éclatante distribution et un sujet passionnant, prouvant ainsi que ce genre de films attire magiquement les spectateurs. Naturellement, ce qui est particulièrement apprécié, c'est l'excellence de la distribution en tête de laquelle se distingue Van Heflin. Cette appréciation se manifeste par l'intérêt croissant que l'on attache aux futurs projets de Dino DeLaurentiis.

"LES DIX COMMANDEMENTS" continuent à triompher partout et toujours. Nous avons beaucoup de nouvelles ce mois-ci - et voilà plus de quatre ans que ça dure - au sujet de ce film immortel et nous avons l'intention de continuer à publier des rapports sur cette production de M. DeMille aussi longtemps que paraîtra le Paramount World. Peut-être que le plus grand des miracles se produit dans les villes moyennes des Etats-Unis, où le film passe en quatrième exclusivité et où les recettes dépassent celles des premières sorties.

Le mois dernier, nous avons publié un rapport détaillé sur l'importance et la valeur de la future Production Paramount. Nous espérons que vous avez eu la traduction de cet article et qu'il en sera de même pour l'article similaire qui paraît ce mois-ci, comportant des nouvelles d'un caractère analogue et faisant preuve du même optimisme.


NOTRE GRAND CONCOURS

Participez tous au grand concours des jumeaux et des triplés les plus photogéniques

TROIS BÉBÉS SUR LES BRAS

Le concours, doté de magnifiques cadeaux, est organisé par
LE PATRIOTE ILLUSTRÉ,
LES GRANDS MAGASINS DE LA BOURSE
et LES FILMS PARAMOUNT,
à l'occasion de la sortie en Belgique, le 27 mars, de
TROIS BÉBÉS SUR LES BRAS
Le dernier film du grand comique JERRY LEWIS.

RÈGLEMENT

GRANDS MAGASINS DE LA BOURSE

FILMS PARAMOUNT



VIENNA - A particularly fine example of an effective window display for a current picture is this one in a prominent Vienna music store which has just about all of its attention focussed on the Elvis Presley romance with music, "King Creole." This is cooperation between store and cinema at its topmost level.

HERBERT GILLIS, Branch Manager in Washington, gave the National Capital's appraisal of "The Five Pennies" when he wrote Mr. Weltner a humdinger of a report, from which we quote these observations:

"....Danny Kaye has made many wonderful pictures, and in THE FIVE PENNIES he was never better. The picture has all the qualities which contribute to big boxoffice performance, and the number, 'When the Saints Come Marching In' that he does with Louis Armstrong, is well worth the price of admission alone."

INTERNATIONAL PERSONALITIES IN THE PARAMOUNT SCENE.....



NEW YORK - Shown at the Motion Picture Herald forum of advertising and showmanship are Sidney G. Deneau (at left), vice-president of Paramount Film Distributing Corp., and Martin Quigley, Jr., managing editor of the Herald. Object of their interest is one of Paramount's punchy ads for "Last Train From Gun Hill."



HOLLYWOOD - On the set of "Heller With A Gun," Anthony Quinn tells Chikao Kano, Managing Director of the Mainichi Press of Japan, about the picture in which he co-stars with Sophia Loren. Mr. Kano was in the film city as a guest of the U.S. State Department.





OKLAHOMA CITY - Shown handing out a copy of the De Laurentiis magazine on "Tempest" is Farris Shanbour, live-wire manager of the Harber Theatre in this city. Standing to the rear of him is his assistant manager, Miss Maria McGee. Receiving the magazine is Mrs. Eve Kelly, head of Oklahoma City's English teachers. Event took place immediately prior to a screening of "Tempest" for Oklahoma's English teachers.



NEW YORK - Co-producer of "But Not For Me," William Perlberg, as he spoke to the film industry press here recently. His talk, reported on Page 9, was of an upbeat character as he detailed a number of the top quality Paramount pictures he and his partner, George Seaton, will make ir the next 1½ years.

LEFT

NEW YORK CITY - Danny Kaye congratulates little Susan Gordon on her performance as his 5-year-old daughter in "The Five Pennies." Event took place in the lobby of Loew's Lexington Theatre, where the picture was previewed recently.

RIGHT

PARIS - In Europe, where she is right now preparing to film "Olympia" for Paramount, Sophia Loren has been feted by the film industry. She is pictured here conversing with M. Jacques Flaud, General Manager of the French Movie Centre.



WELLINGTON, New Zealand -Sir William Perry (left) and Dr.O. Mazengarb, Q.C. (a director of Paramount Films N.Z.) discuss "The Ten Commandments" following the highly important preview of the film here.



PARIS - On her most recent visit to Paris, Sophia Loren met a number of the top personalities in films and television. Above she is chatting with Francois Chalais, supervisor of all French television broadcasts involving films and motion picture personalities.





DJAKARTA, Indonesia - Attending the premiere of "War and Peace" at the Menteng Theatre (one of the 6 theatres in which the picture was given day-and-date release), were several Indonesian film stars and producers. Shown here, l to r, are: Mr. Boy Iskak (actor of Perfini), Miss Baby Huwae and Miss Indriati (both actresses of Perfini). At right is Paramount General Manager Cornelius Vlug.



WASHINGTON, D.C. Looking over some of the showmanship material on "Tempest" are - RKO Keith's General Manager Jerry Baker, at left, and Paramount Branch Manager Herb Gillis.



This is Lilli Palmer, who scored so markedly in her role opposite Clark Gable in "But Not For Me" that her contract was extended from one picture to three.

However, when the picture was through filming, her performance was so outstanding that William Perlberg and George Seaton extended the contract to cover six (6) pictures.

Second film for Miss Palmer will be "The Pleasure of His Company," a reigning stage hit on Broadway. Lilli will co-star with Fred Astaire.



At the New York City sneak preview of the latest Hal Wallis comedy starring Jerry Lewis - "Don't Give Up the Ship" - the producer (left) is congratulated by Paramount president Barney Balaban on his skill at making entertainment pictures that people all throughout the world enjoy whole-heartedly.

CONTINUED FROM LAST MONTH

THE HAL WALLIS STORY IS SIMPLY THE STORY OF MAKING FILM ENTERTAINMENT THE WHOLE WORLD WANTS TO SEE

HAL WALLIS HAS ACHIEVED so conspicuous and so lasting a success as a producer because he is not only so dedicated to his craft, but is a business man also. He makes pictures not only because he enjoys making them, but to make money. And by making money we mean for his own organization, for his distributor, for the exhibitors showing his pictures, and for all those who earn a living from motion picture exhibition. This is why a Hal Wallis picture is, primarily, entertainment.

And now we present another segment of the story of "Hal Wallis - Star Maker," which we offered last month. Below we show the career beginnings of four young ladies whom Hal Wallis believes are Stars of Tomorrow.



Two of the new Hal Wallis personalities are shown here together in a scene from the producer's current dramatic film, "Career." Donna Douglas is in the light coat, Joan Blackman is seated. Anthony Franciosa stands between them.



DONNA DOUGLAS with Producer Hal Wallis at the moment of signing her contract with the Wallis Productions Organization. In the background, some of the many great awards Wallis has won.





In "Don't Give Up the Ship," Jerry Lewis comes very much face to face with two of the new Hal Wallis stars-to-be. At top, pajama-ed, he has to tell his bride (played by Diana Spencer) that he won't be home this first night of their honeymoon. Instead,and this he doesn't tell her, he'll be reporting (in the lower picture) to his Navy superior (played by Dina Merrill) on the reasons why he won't "Give Up the Ship. It is beside the point to mention that the role Miss Merrill plays is that of a United States Wave.



HAL WALLIS has been a consistent - and prolific - winner of international awards over the years. Here he is shown with the award of the Festival of Messina, which he won for the Anna Magnani-Anthony Quinn picture, "Wild Is the Wind."



A close-up of Joan Blackman, a rising star in the film firmament, thanks to the star-making vision of Hal Wallis.**********





HOLLYWOOD SCENE AGLOW WITH VISITORS, AWARDS, INTENSIFIED PRODUCTION



A couple of Academy Award winners get together to compare notes on one of the sets of "One Eyed Jacks." AA-Winner at right is Marlon Brando, star and director of "One-Eyed Jacks." At left is Jacques Tati, beloved French star, whose "Mon Oncle" won this year's Academy Award for the best foreign film. In this case, M.Tati was producer, director and star of the film.



PINA PELLICEr, leading woman for Marlon Brando in "One-Eyed Jacks," and already signed by Pennebaker Productions for several more pictures, is pleased to meet Armando del Moral, one of Hollywood's top Latin American correspondents. Miss Pellicer is reading one of Mr. Del Moral's stories about her in the Cinema Reporter.

Paramount studio and its top executives play host to Dr. Namik Gedik, Turkey's Minister of Interior and his official party on a visit to the United States. Reading from the left: Edward Schellhorn, Foreign Dept.;Luigi Luraschi, Director of Censorship; Sophia Loren; Dr. Gedik; Y. Frank Freeman, Vice-president in charge of the studio; Adolph Zukor, Chairman of Paramount Board; Miles G. Ambrose, Ass't to Secretary of Treasury for Law Enforcement,USA; Major Resat Mater;James Mendlin, US Treasury Dep't Interpreter;Cemel Goktan, Chief of Turkish National Police; Anthony Quinn; Jacob Karp, Paramount executive; Ferit Kubat, Chief of Political Section, Turkish National Police; D.A.Doran, Paramount executive; Lt. Robert G.Lyle, US Coast Guard, Treasury Escort Officer; Bernard Feins, Paramount executive.



In "The Five Pennies," the notes you'll hear will be the notes of Red Nichols, but the technique of playing the cornet will be that of Danny Kaye. And Danny had to learn it the hard way --- from Red Nichols himself. That's the subject above — Nichols playing like the master he is, Danny watching like the perfect student he always is when mastering a part.

Mr. and Mrs. Arthur Ebenstein, of Holmby Hills, have announced the engagement of their daughter, Joyce Eleanor Ebenstein to William Brock Perlberg, son of Mr. and Mrs. William Perlberg, of Los Angeles.

The bride-elect was graduated from the Chadwick School at Rolling Hills, California, and UCLA. Mr. Perlberg graduated from the Taft Preparatory School in Watertown, Conn.,and UCLA.

An August wedding is planned.

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Seated between Mr. Y. Frank Freeman and Mr. Adolph Zukor, is His Excellency, Mohammed Ali, Pakistan Ambassador to the United States, and at one time Prime Minister of Pakistan. His Excellency is a frequent and always most welcome visitor to the Paramount studio; and on the occasion above he was en route to Tokyo to be Pakistan Ambassador to Japan.



HELSINKI -- "Hot Spell" at the Arita was good for a very effective display in one of the city's foremost flower shops....



....and in one of Helsinki's pre-eminent hat shops as well. And the picture was very well received as well.



COPENHAGEN - When the local engagement of "Funny Face" was at its height, the English winner of the Audrey Hepburn contest in London happened to be in Copenhagen on holidays. She is Miss Jessie Steadman (above), and she very graciously attended some performances of "Funny Face" at the invitation of Paramount Manager John Aarshoj.

An appeaser is one who feeds a crocodile - hoping it will eat him last.
-Winston Churchill



"THE FIVE PENNIES" EN AV ALLA TIDERS STÖRSTA PARAMOUNTFILMER

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Av en speciell anledning ha vi denna gång ägnat en god del av vårt spaltutrymme åt Danny Kaye. Det är nämligen så att Danny efter en lång och väldokumenterad filmkarriär kommit med en film,som vi garanterar blir en första klassens glädjespridare för lång tid framåt och över hela världen. Det blir nog en av de bästa filmer som utsläppts under Paramounts välkända märke. Som de flesta av er säkart redan gissat syftar vi på "THE FIVE PENNIES" och det är således av den orsaken som en försvarlig del av detta nummer handlar om den filmen.

Om Danny Kayes "THE FIVE PENNIES" kan med verkligt fog sägas: den har allt. För det första: den har hjärta. Den är mänsklig på ett alldeles betagande sätt. Den har handling - och vad mera är, en handling byggd på verklighetsstoff och därför absolut trovärdig. Lägg därtill att filmen är en musikalisk upplevelse av stora mått. Dess musik är av det slag som i år 1959 är internationellt gångbar i en utsträckning som väl ingen musik tidigare varit det bland filmälskare av alla slag och i alla åldrar. Och det behöver väl knappast nämnas att rollbesättningen är den bästa tänkbara: Danny Kaye i sitt livs roll och Barbara Bel Geddes som en hjärtevinnande liten kvinnsperson.

"THE FIVE PENNIES" är helt enkelt en liten juvel, en gåva till hela filmindustrien och ett löfte till tiotals millioner bioälskare runtom i världen om den mest förtjusande och roande underhållning som bjudits dem på många år.

"TEMPEST" är nu på vandring runt jordens alla biografer. Dess påskpremiär på mer än 400 biografer i olika delar av Förenta Staterna ger belägg för att filmer av verkligt stort format med dugliga skådespelare och grundade på förstklassiga manus fortfarande utöver en enorm dragningskraft på publiken, vilket också avspeglar sig i kassaresultaten. Att "TEMPEST" har en stjärnstab,som kommer att locka de stora massorna,är helt klart, speciellt Van Heflin är ju mycket populär. Intresset för Dino de Laurentiis film är på alla håll mycket stort.

Rapporterna om "DE TIO BUDORDEN" tycks outsinliga. Denna månad ha vi en mängd nyheter om den,liksom vi haft det under de senaste fyra åren,och vi kommer att ha nytt att berätta så länge som Paramount World publiceras. Det största miraklet med den här filmen är kanske det förhållandet att den i några av de medelstora amerikanska städerna, där "DE TIO BUDORDEN" nu visas för fjärde gången, kunnat uppvisa resultat som till och med överstiger de rekordkassor,den inbringade första gången den visades.

Förra månadens PARAMOUNT WORLD gav en detaljerad inblick i den kommande utomordentliga produktionen. Vi hoppas att den i vederbörlig ordning blivit översatt för er och att samma blir fallet med nyheterna här,vilka präglas av samma optimistiska anda.





STOCKHOLM * Opening night of "Studie i Brott" (Alfred Hitchcock's "Vertigo") at the ever-popular Saga Theatre. At top is the multiple queue at the box-office buying for future performances, the sign, "Ultsalt," having already told them that the present performance is "Utsalt Out."



HOLLYWOOD - Second from the left in this group on the set of the Hal Wallis production, is Capt. Egil Gjone, Surgeon-General of Norway, a most interesting visitor to the film city. Reading from left: Anthony Franciosa, Captain Gjone; Carolyn Jones; Dr. David Alan Turner; Dr. Roslyn Slater; Hal Wallis; Joe Anthony, director of "Career."

OUR CAMERA VIEWS PEOPLE AND PERSONNEL ACTIVITIES IN THE STUDIO





Dr. T. Keith Glennan at Paramount Studio Club Picnic and Barbecue, 1937. At this time he was Operations and Studio Manager.

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On Friday, April 10, the name of Dr.T.Keith Glennan was again Page One news in The New York Times as he presented to the world, through a news conference, the seven young American airmen from whose ranks will be chosen the first men to be sent into space. Dr. Glennan is the Administrator of the National Aeronautics and Space Administration.

But, as will be seen on this page, the eminent physicist and electronics expert was not always the nation's top Space Administration executive. Time was when he was a studio administration executive, and one of the best-liked Paramounteers in the history of the studio. By the grace of some of the many friends he made, who are still with Paramount, we are able to show T. Keith Glennan in one of the many ad-lib roles which made him so popular with the studio personnel.



Our Studio Memory Book contains another wonderful true story connected with the magic of space. Strangely enough it's to be found in the above picture of one of Pep Lee's baseball teams. It concerns the larger of the two mascots in the group. For the years 1932-33-34 he was simply Jackie Froehlich, Pep Lee's team mascot.

Today, however, he is the celebrated Dr.Jack Edward Froehlich, officially credited with having made a major contribution to the first U.S. Satellite, "Explorer I," and to many satellite projects since then.

And in the Studio there is no one prouder of Dr. Froehlich's great achievements than Adolph Froehlich, of the Paramount Electrical Department. The reason? Dr. Jack is his son.



STILL OF THE WEEK

Every week the studio publicity department, under the guidance of Publicity Director Herb Steinberg, selects one outstanding still from a production currently being filmed,has a massive enlargement of it made, and placed at the entrance to the Cafe Continental, the studio restaurant... Above is the selection for the week of April 7th. It depicts Marlon Brando, Katy Jurado (at left) and Pina Pellicer in one of the gentler scenes from "One-Eyed Jacks," Pennebaker Production for Paramount release.

There will be at least 3 - and possibly more - softball teams battling for Studio supremacy this year. The three are the Perlberg-Seaton team, the Donald O'Connor team and the Nick Castle team.

In the scene above, Messrs Seaton and Perlberg, in centre, discuss the team's prospects with Manager Dave Maxwell and Beverly Palmatier, mascot.



A likely starter in the Studio Softball League could be the Jerry Lewis Team, here personified by Mascot Connie Stevens and Manager Pete Balch.

Carl Crow is a Texan who went to Pasadena, California, three years ago determined to be an actor. But after a year it became apparent that his Texas accent was a bit too strong,especially for the type of role he sought to play.

So for two years he worked hard at losing his Texas accent. Recently he was signed for his first film role.

Hal Wallis signed him for "Career."

He'll play a Texan!

Cannes Film Festival Will Honor C.B.DeMille

Late this month and early in May the Film Festival of Cannes will memorialize Cecil B. DeMille through a screening of excerpts from several of his greatest productions. There will be at the same time a commentary made by a renowned author in which will be expressed the admiration that the motion picture industry of the entire world had for Mr. DeMille. Included in the memorial film will be excerpts from:

THE CHEAT — MALE AND FEMALE
SIGN OF THE CROSS — CLEOPATRA
1923 Version of THE TEN COMMANDMENTS
UNION PACIFIC. GREATEST SHOW ON EARTH
THE LITTLE AMERICAN
THE TEN COMMANDMENTS

PARAMOUNT'S CAMERAS ROAM AROUND THE U. S. A.



SAN FRANCISCO - Exterior of the Lyceum Theatre here, where the Spanish superimposed version of "The Ten Commandments" was shown most successfully. Theatre was filled at the time our picture was taken; people shown in line were waiting to buy tickets for the next day's showing.



Trio at the sneak preview of the Jerry Lewis comedy, "Don't Give Up the Ship," at Loew's Lexington Theatre in New York City. From left: Arthur Israel, Jr., assistant to Paramount president Barney Balaban; Robert J. Rubin, Paramount Film Distribution Corp. vice-president; Sidney M. Markley, vice-president of American Broadcasting-Paramount Theatres.





NEW YORK - Attending the special preview screening of the Jerry Lewis comedy, "Don't Give Up the Ship," at Loew's Lexington Theatre, are Mr. and Mrs. Emmanuel Ledesma and, at right,Mr Ernesto Rufino, Jr. All were in New York from the Philippines Republic. Mr. Ledesma is the son of Senator Ledesma; Mr. Rufino is the son of the celebrated Philippines exhibitor, and is presently undergoing a period of training as a student within the Paramount organization in New York City.



HOLLYWOOD - Marlon Brando as both director and star of "One-Eyed Jacks" reached every individual on the set of the picture with this portable electric megaphone. His incisive commands and crisp direction left no doubts in anybody's mind as to what he wished to get --- and with the painstaking care of the good director, he got it.

NEW YORK CITY - Having completed "But Not For Me," which is now ready for previewing, Producer William Perlberg arrives in New York for executive conferences. He is shown with Mrs. Perlberg at left. Reading to right are - William Perlberg,Jr., Mr. and Mrs. Joseph Hall and Mrs.Lorrayne Rissman. Mrs Hall is Mrs. Perlberg's sister, and. Mrs. Rissman is Mrs. Hall's daughter.



Have you ever figured out why apartment house walls are so thin when you sleep and so thick when you listen?

LEFT

Another scene of Marlon Brando directing "One-Eyed Jacks." He is atop the step-ladder, and again with the electric megaphone.

HIGHLIGHTS OF THE PARAMOUNT FILM EVENTS IN THE BRITISH SCENE



Ramon Novarro

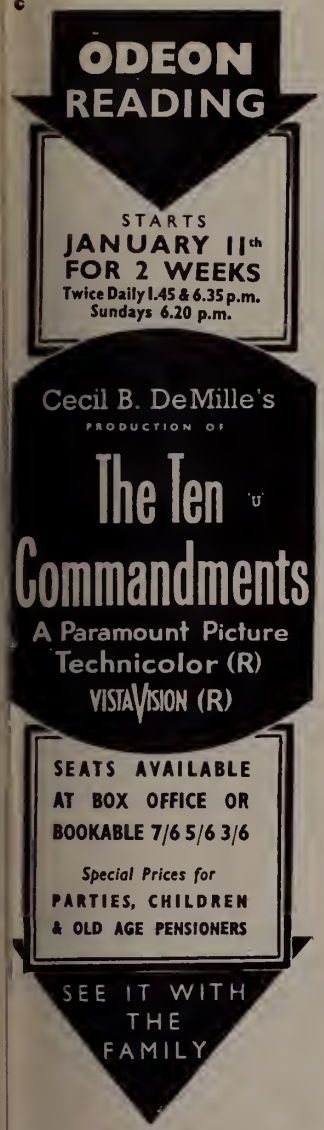
This great romantic player, whose career is virtually a movie legend, has a most important role in the Sophia Loren-Anthony Quinn picture, "Heller With A Gun." Ever since assuming the role he has been sought out by important correspondents from all parts of the world. He is shown here with Mr. J.W.Drawbell, Managing Editor of the noted English publication, "Woman's Own." Photograph was made on a set of the Ponti-Girosi production, being directed by George Cukor, and filmed in Technicolor.



HOLLYWOOD - One of the top international film personalities present at the ceremony of the Academy Awards was Bernard Charman (white dinner jacket), editor of the Daily Cinema of London. With him is Paramount producer-director George Seaton, whose latest production, "But Not For Me," is in the final editing stage.



Hazel Court, Christopher Lee and Francis De Wolff in a grim scene from "The Man Who Could Cheat Death," a Hammer Production in Technicolor, made in London for Paramount release throughout the world..... Anton Diffring heads the featured cast — and the trio here pictured are watching Diffring in a sea of swirling flame.



READING, England - A most effective tie-up was made recently between the Chief Librarian at the Reading Public Library, and the Odeon Theatre when "The Ten Commandments" was shown here recently.

For two weeks in advance of the film's opening, every book issued carried one of the book marks shown above. As the average weekly issue from this library totals more than 4,500 books, it can be seen that word about the mighty Cecil B. DeMille film reached a great many readers in Reading.



LONDON - This is the forceful and intriguing display card for the British edition of the novelization of "The Buccaneer." Thousands of these dazzling cards are on display throughout the United Kingdom and will aid materially in focussing film fan attention on this exciting action thriller.



Sapporo staff

Last month, Far East Supervisor S.A.Henriksen made a visit to the Sapporo branch where, as evidence above indicates,plans were already being made for the release of "The Buccaneer." He was accompanied by General Manager N. Metori.

Seated between Mr. Metori (left) and Mr. Henriksen is Mr. Y. Yamamoto, Sapporo Manager. Standing, from left, are Mr. K. Yamagishi, accessories clerk and shipper; Miss M. Sato, accountant; Mr. S. Kamiguchi, inspector and shipper; Mrs. S. Abe, general assistant; and Mr. S. Yamakawa, salesman.



HAMAMATSU CITY - Spectacular front of the Matsubishi Theatre with its wonderfully effective display for "The Ten Commandments." More of the Matsubishi's showmanship is shown on the page opposite.



HOLLYWOOD - Among the visitors on the set when Danny Kaye was making "The Five Pennies," were these two eminent Japanese newspapermen. They were (at the left) Mr. Eikichi Yamamoto,Managing Director and Chief of Promotion for Chuo Koron Co. of Tokyo, publishers of "Fujin Koron," a high class women's monthly magazine; and Mr. Junji Ide, Deputy Managing Editor of "Nishi Nippon Shimbun," of Fukuoka, a morning and evening daily newspaper.



TOKYO - Shown here at RIGHT is portion of the front-of-the-house display for "The Buccaneer" at the Yuraku-za. (Turn to Page 37 for a full picture story of Tokyo's "Buccaneer" premiere).

「五枚のペニー」はパラマウント史上最大映画の一つ

本号に於てダニー・ケイを主要記事としたのには特別の理由がある。ダニーは長年月に亘る彼の輝やかしい映画経歴の上に、更に今、全世界に限りなき喜びを齎らすであろう名作を放つたからである。この映画はあらゆる点に於て、現在までのパラマウント作品中最も成功したものゝ一つとなろう。もはや御判りと思うが、その映画は「五枚のペニー」で、我々は故に本号にその紹介を大きく扱つた。

ダニー・ケイの「五枚のペニー」は、映画に必要なあらゆる要素を持つている。先づ第一はこの映画には人情味があること、しかも、その人情味が実に素晴らしく描かれている。第二はこの映画のストーリーが実話に基づいているために非常に真実性があり、第三はこの映画の音楽で、それは今まで映画では聞くことのなかつたタイプであること。しかも、その音楽は本一九五九年中に必ずや全世界のあらゆる階級、年令の映画観客の間に未た曾て見ない程の流行を見るであろうこと。以上に加えて、この映画には今までのどの映画にも優る名演技を見せるダニー・ケイとそのリアルな性格描写に万人の共感を得るであろうバーバラ・ベルゲデスの二大スターによるキャストがある。

要するに、「五枚のペニー」はパ社にとつて貴重な珠玉作品であり、全映画産業にとつては素晴らしい贈物であり、また世界各地の何千万と云う映画ファンにとつて二時間有余の最も楽しい映画を鑑賞する喜びを与えてくれる映画である。

一方「テンペスト」が世界各地で大きな反響を巻き起している。アメリカでは復活祭に四百以上の劇場で一斉に公開されたが、これら興行に依つて、豪華な配役と重要なテーマをもつた大作は依然としてボックスオフィスで威力を発揮するものである事を証明した。

それと同時に、「テンペスト」の豪華なキャスト、特にバン・ヘフリンの演技には多大の賛辞が寄せられた。この映画に対する評価、賞賛に依りディノ・デ・ローレンティスの将来の作品は、引続き各方面の注目の的になる事は疑いない。

また、際限なく我々の手許に送られて来るのは「十戒」の勝利を告げる報道である。今日我々の手許にはこの不朽の名作に関し、過去四ヶ年余りに亘つて報道されたニュースにも等しい程の多量のニュースが寄せられている。我々はパラマウント・ワールド誌が発行されている限り、このデミル翁の作品に関するニュースを掲載して行きたいと考えている。この映画をめぐる幾多の奇蹟の中恐らく最も驚異的なのは二、三のアメリカの中流都市で起きたもので、目下これらの都市では「十戒」の四番館の興行が行われているが、四番館の興行成績が封切館の記録的成績を尚上廻ると云う現象を見せている。

我々は先号に於て近く公開されるパラマウント作品の真価及威力を可成り詳しく報道した。このニュースは貴地に於て飜訳されたものと信じる。本号にも前と同様にパ社の将来を楽観せしめる様なニュースが更に掲載される予定なので、これらについても同様の手続きがとられることを希望する。

FAR EAST CONTINUES TO SOUND DOMINANT SHOWMANSHIP NOTE



OSAKA - Impressive display in the city streets when the picture played the Kitano Gekijo here. Theatre was just about completed when the adventurous film opened.

Paramount's big promotion campaign on Hal Wallis' "Last Train From Gun Hill" will include two paperback books: a novelization and a cartoon book. The publications will be issued in May; the feature will be released in July.

Signet (New American Library) is issuing a novelization by Gordon Sherriffs of the screenplay by James Poe. The volume will be illustrated with scenes from the picture.

Dell Publications is publishing the cartoon version of the outdoor drama of the Old West. Initial printing will be 500,000 copies.



HOLLYWOOD - Recent important visitors to the film city included a group of Indian youth leaders, headed by Mr. Ramkrishna Bajaj. They are shown here with Sophia Loren photographed on a set of "Heller With A Gun." Reading from the left: Narasimhiah, R. Parikh, Ramkrishna Bajaj, Mrs. V. Bajaj, Sophia Loren, M. Vaidyanathan, M. Vaidyanathan, Dr. G. Parikh. The American guide in Dr. F. T. Jannuzi, Professor of Economics. The group also were photographed with Anthony Quinn, co-star of "Heller With A Gun."



HAMAMATSU CITY, Japan - The Matsubishi Theatre here went all out on showmanship for "The Ten Commandments." On the page opposite is a picture of the front-of-house display, which was considered so important that it almost obliterated the name of the theatre. And here above is a "Ten Commandments" arch through which virtually everybody had to pass in order to reach the Matsubishi. Certainly no one in Hamamatsu City was unaware of "The Ten Commandments."

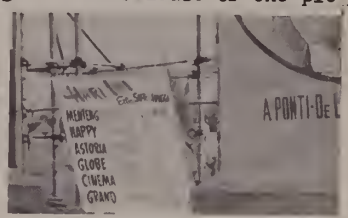


HOLLYWOOD - Mohammad Kia, representative in the film capital of Keyhan and three other noted publications of Iran, is pictured with Sophia Loren on one of the sets of "Heller With A Gun." Mr. Kia also was photographed with Anthony Quinn and Margaret O'Brien, luminaries of the same colorful production.





DJAKARTA, Indonesia -- This is the towering display erected here for "War and Peace" when, after a delay of more than two years official sanction was given to Paramount General Manager Cornelius Vlug for the release of the picture. Release was made in six top-release theatres day-and-date, with the names and the starting times of the showings set forth in the sign at right at base of the 100-foot structure. This was the first showmanship structure of such proportions ever erected in Djakarta, and the first ever put up by an American film company. It was visible over a vast distance and caused plenty of favorable comment.



From the standpoint of practical business, "War and Peace" ran for 20 days in the Menteng Theatre, 13 days each in the Astoria, Globe and Grand, and 12 days each in the Happy and Cinema.

The gross business was the all-time-best for any picture ever screened in Djakarta, being 35% higher than "Bridge on the River Kwai," 40% higher than "Samson and Delilah" and 45% higher than "The Greatest Show on Earth."

SINGAPORE - His Royal Highness Prince Thondup Namgyal, the Maharaj-Kumar of Sikkim (heir to the throne of the Kingdom of Sikkim), was a recent visitor to the Cathay Film Studios here. He is shown here being welcomed by Cathay actress Salmah Ahmad, while Cathay actress Ummi Kalthoum looks on.

While in Singapore His Royal Highness was the guest of Mr. Loke Wan Tho, head of the Cathay Organisation.

The wise man reads both books and life itself.
- Lin Yutang



HOLLYWOOD - Several weeks ago, while at work on "Heller With A Gun," Sophia Loren was interviewed by the noted Hollywood correspondent, Frederick Porges. Above, while engaged in completing the same picture, she is delighted to see the story in completed form in the eminent German publication, Film-Revue.



LINZ, Austria - This is the Kolping Kino here, all ready for "The Ten Commandments."



VIENNA - One of a host of music store windows won by Paramount persuasion (and the gigantic personal appeal of Elvis Presley) when "King Creole" was released in this city.

"Die fünf Pennies" -- einer der bedeutendsten Filme in der Paramountgeschichte

* * * * * * * *



Wir haben in diesem Monat einen ganz besonderen Anlaß, einen wesentlichen Teil dieser Spalte Danny Kaye zu widmen. Er ist nach einer langen und erfolgreichen Schauspielerlaufbahn nun in einem Film herausgekommen, der auf der ganzen Welt viel Freude verbreiten wird. Dieser Film wird in jeder Beziehung zu einem der erfolgreichsten gehören, der je das Zeichen der Paramount getragen hat. Es handelt sich, wie Sie sicher schon angenommen haben, um "Die fünf Pennies", und wir glauben, daß die vorliegende Ausgabe der Paramount World diesem Film einen grossen Platz einräumen wird.

Danny Kaye's Film "Die fünf Pennies" hat den grossen Vorteil, daß er von jedem etwas in sich hat. In erster Linie hat er Herz. Und er ist auf eine geradezu wundervolle Weise menschlich. Er hat ferner eine Handlung, die vollkommen wahr und daher glaubwürdig ist. Als nächstes bringt er Musik, die in dieser Art und Weise noch in keinem Film zu hören war. Es ist genau die Art von Musik, die in der Gegenwart bei den Kinobesuchern so populär ist, wie es noch keine Musikart jemals war. Der Streifen hat natürlich eine ausgezeichnete Besetzung. Danny Kaye übertrifft sich selbst und Barbara Bel Geddes vollbringt eine schauspielerische Leistung, die ihr überall die Zuneigung und Anerkennung des Publikums einbringen wird.

Kurz gesagt: "Die fünf Pennies" ist ein kleines Juwel der Paramount, ein Geschenk für die gesamte Filmindustrie, geschaffen für die Millionen Kinobesucher in aller Welt, die von diesem Film mehr haben werden als nur zwei Stunden angenehmer Unterhaltung.

Gegenwärtig befindet sich die Dino DeLaurentiis-Produktion "Im Sturm" (Tempest) auf einem Siegeszug um die Welt. Die Osterpremiere in mehr als 400 Lichtspielhäusern der USA hat ergeben, daß sich wirklich überragende Filme mit ausgezeichneter Besetzung und Handlung stets an der Kinokasse bewähren. Darüberhinaus wurde gerade die unübertreffliche Besetzung des Werkes "Im Sturm" allgemein anerkannt, besonders die Leistung von Van Heflin. Diese Anerkennung wird das Interesse an allen zukünftigen Filmprojekten Dino DeLaurentiis' ungemein erhöhen.

Der fortdauernde Erfolg des Filmes "Die zehn Gebote" ist stetig und zeitlos. Wir haben auch in diesem Monat, genau wie seit mehr als vier Jahren, über diesen unvergänglichen Film Neues zu sagen, und wir beabsichtigen, in jeder weiteren Ausgabe der Paramount World über diese DeMille-Produktion zu berichten. Die beste Auszeichnung dieses Werkes ist die Tatsache, daß der Film, der jetzt in den mittleren Städten der USA in der 4. Welle läuft, die Rekordeinnahmen der 1. Welle übertrifft.

Im vergangenen Monat sind wir eingehend auf die Stärke und Bedeutung der kommenden Paramount-Produktionen eingegangen und wir hoffen, daß diese Berichte für Sie übersetzt wurden. Desgleichen hoffen wir, daß dies auch mit der Ausgabe dieses Monats erfolgt, deren Berichte und Meldungen ganz im Zeichen von Optimismus und Vertrauen stehen.

DUSSELDORF - For "The Black Orchid" the showmanship-minded Paramounteers of Germany developed what they termed a "Standard Showmanship Easel," designed for use with store tie-ups of all kinds. Its ready use put the store managers of a minimum of trouble, thus popularizing its use in just about every type of business. Here is an example of its use in the Fiat Auto Showroom at Berliner Allee. (The easel is so designed that the illustration and title are interchangeable, so that it can be used for any feature.





Two fine and particularly descriptive posters produced by the Paramounteers of Germany. One at left is for the Hal Wallis production, "Hot Spell," and depicts Anthony Quinn. Other is for "The Bells of St. Mary's," and shows Ingrid Bergman and Bing Crosby.

NEXT MONTH - A Story in Pictures of Hollywood's "Wild West Studio Preview" of Hal Wallis' thrilling LAST TRAIN FROM GUN HILL.

SHOWMANSHIP - EASIEST, SUREST, MOST PROFITABLE WAY TO FILL A THEATRE!



OKLAHOMA CITY - One of the nation's most energetic, and results-getting, showmen is the enterprising Farris Shanbour, manager of the Harber Theatre here. He is shown above, at top left, with his assistant manager, Miss Maria McGee, meeting the 'avalanche' of Oklahoma City teachers who took advantage of the Harber's special 75-cent Student Discount Coupon to see "Tempest" at the Harber. Naturally all of the teachers were most impressed by the mighty Dino De Laurentiis production and passed the word on to their students.

Actively associated with Mr. Shanbour in this screening was Paramount advertising representative Bob Bixler.



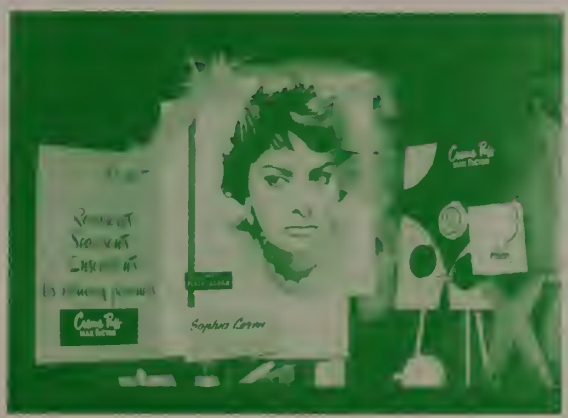
NEW YORK - One of the forthright demonstrators of showmanship in advertising at the recent Showmanship Forum of Motion Picture Herald, was Paramount's Exploitation Manager, Joseph Friedman, here shown analyzing the 'sell' aspects of the Paramount advertising campaign on the Hal Wallis production, "Last Train From Gun Hill."

AUCKLAND, New Zealand - The top bookstore of the city, Whitcombe and Tombs, gave over its main window for a full display of interesting material on "The Ten Commandments" when the big film opened at the Embassy Theatre. Window attracted throngs of interested viewers day and night.



DJAKARTA, Indonesia - Another glimpse of the towering display for "War and Peace" here, when the giant picture opened day-and-date at 6 theatres. (Details on Page 31). Structure was 100 feet high, as can be seen by contrast with tree at left and cyclist in foreground.

This is the kind of showmanship around the world that is keeping grosses soaring and fan interest constantly on the upbeat.



BRUSSELS - The Max Factor placed the best window of their local establishment at the disposal of Paramount when "Desire Under the Elms" was released in the Agora and Plaza Theatres here. And a remarkably fine display was the result of such splendid cooperation.





ROME - This is the main window of the Italexpress Travel Agency in the Via Bissolati. Photo shows Sophia Loren receiving a spray of orchids from a Pan American Airways hostess, and is a direct link with the announcement below it for "The Black Orchid," a current release in Italy, and a highly successful Paramount picture.



MILAN - Mighty forceful piece of showmanship in the lobby of the Manzoni Cinema when Alfred Hitchcock's "Vertigo" was the attraction,

Very often - and this happens with material from both the home and international fields - a photograph will be labelled simply "Window display for Such-and-such a film." There'll be mention of the film's title, but no identification of the store.

This is a minus!

First of all, mention of the store's name completes the story.

The owner of the store will be happy to see his name in print.....Also, he'll be that much more anxious to cooperate the next time you have a good idea.

Think it over the next time you're sending us a picture of a store window tie-up.

Patience is a most necessary qualification for business; many a man would rather you heard his story than granted his request.
Lord Chesterfield



LOUIS (Satchmo) ARMSTRONG reveals in "The Five Pennies" why he is such a favorite as a person and as a musician all around the world.

Red Nichols, popular jazz band leader whose life story is told in "The Five Pennies," will open May 18 at the Round Table on New York's East 50th Street.

Nichols, himself a cornetist, supplied much of the sound-track music for the highly entertaining film.



"THE FIVE PENNIES" IS EEN VAN DE GROOTSTE PARAMOUNT FILMS OOIT GEMAAKT**********

Er bestaat een zeer speciale reden om deze maand voor Danny Kaye een plaats in deze kolom in te ruimen. Danny is, na een lange en voortreffelijke filmcarrière, thans opnieuw met een film voor de dag gekomen, die een plezier zonder einde over de wereld zal verspreiden gedurende een lange tijd. In ieder opzicht zal de film een van de meest succesvolle worden, die ooit het Paramount Handelsmerk hebben gedragen. De film heet, zoals U ongetwijfeld reeds geraden zult hebben, "The Five Pennies", en wij zijn dus geneigd te geloven, dat dit nummer van Paramount World voor een zeer groot deel aan deze vrolijke film gewijd zal zijn.

Danny Kaye's "Five Pennies" heeft het bijzonder grote voorrecht, dat het precies alles heeft. In de eerste plaats is het een film met een "hart" en menselijk in elk opzicht. Dan is er het verhaal, en dit verhaal heeft bovendien nog de verdienste dat het helemaal waar is, en daarom dus zo volkomen geloofwaardig. Vervolgens is er de muziek, op een wijze zoals U nog nimmer in een film gehoord zult hebben. Het is het soort muziek, welke in dit jaar 1959 overal ter wereld populair is bij alle typen mensen van alle leeftijden, die de bioscopen bezoeken. En verder heeft de film een rolbezetting, waarin Danny excelleert en al zijn andere creaties overtreft, terwijl Barbara Bel Geddes een karakter tot leven brengt, dat overal liefde en genegenheid zal winnen.

In het kort (of in het lang, als U wilt) komt het dus hierop neer, dat "The Five Pennies" een juweel voor Paramount is, een weldaad voor de gehele filmindustrie, en een puur genot voor de vele miljoenen bioscoopbezoekers in alle delen van de wereld, die gedurende meer dan twee uur het meest verrukkelijke amusement zullen ondergaan, dat het filmdoek sinds jaren geboden heeft.

Intussen stroomt "Tempest" over de wereld. De Paas release in meer dan 400 theaters in de Verenigde Staten heeft een massale reactie teweeg gebracht, waaruit blijkt dat topfilms met grote rolbezettingen en belangrijke onderwerpen nog steeds enorme kassa-magneten kunnen zijn, en er is wel degelijk een massale waardering voor de grootheid van de rolbezetting van "Tempest", met speciale nadruk op het werk van Van Heflin. Mede door deze waardering zien wij met grote belangstelling de komende producties van Dino DeLaurentiis tegemoet.

Eindeloos en tijdloos is de voortdurende triomf van "De Tien Geboden". Wij hebben weer veel nieuws deze maand - zoals we reeds gedurende vier jaar hebben - over deze onsterfelijke film, en wij zijn van plan steeds mededelingen over Mr.DeMille's productie te publiceren telkens als Paramouht World verschijnt. Het grootste wonder van deze film is waarschijnlijk gelegen in het feit, dat in sommige middelgrote steden van de Verenigde Staten, waar de film thans voor de 4de maal vertoond wordt, de cijfers van deze vierde maal die van de eerste keer nog overtreffen!

Afgelopen maand brachten wij een tamelijk gedetailleerd verslag over de kracht en verdienste van het komende Paramount product. Wij hopen, dat dit plaatselijk voor U vertaald werd en dat dit eveneens het geval zal zijn met de publicatie van deze maand, waarin wij nog meer nieuws van soortgelijke aard brengen, en in dezelfde geest van groot optimisme.



RIGHT

The prize for the girl in the leg braces is an adorable puppy -- but the prize for the desperately hopeful parents is a girl who may someday stand on her feet and walk again. This is one of the many wonderful scenes in "The Five Pennies." Danny Kaye is holding the puppy prize, Barbara Bel Geddes is standing by in case of slip-ups, and Susan Gordon is the girl.



A searing moment in "Thunder In the Sun" when love overpowers lust.

The stars: Susan Hayward and Jeff Chandler.

Susan Hayward -- who has always given ace performances -- is this year's Academy Award Winner as Foremost Actress

****

ALL-TIME-GREATEST SALES CAMPAIGN ON A MOUNTING GLOBAL BASIS WITH NEW PRODUCT BEING ADDED TO LINE-UP





Two of the very fine poster contributions of Belgium to the All-Time-Greatest sales campaign. First is a one-sheet for "The Plainsman," with emphasis on co-stars Gary Cooper and Jean Arthur. The one-sheeter for "Union Pacific" features co-stars Barbara Stanwyck and Joel McCrea.

Both of course are pictures produced and directed by Cecil B. DeMille.

Beirut, Lebanon, enjoyed a real success with "North West Mounted Police" when this durable Cecil B. DeMille production was presented at the Metropole Theatre. From a most effective album of publicity and advertising prepared by the Metropole we have selected the above actionful advertisement.

هذا المساء
AL SAIYASSA 11/3/59





One of the forthcoming All-Time-Greatest productions on the upcoming release schedule is "The Paleface," co-starring Bob Hope and Jane Russell. And one of the top assets of this hilarious film is the Academy Awards winning song, "Buttons and Bows." Shown above is the announcement sheet detailing the new recording, by Dot Records (a Division of Paramount Pictures Corporation), of this catchy song.

Cecil B. DeMille Week in Singapore

Partly because of his enduring regard for the great film producer, and partly in response to a letter from Mr. Adolph Zukor, the founder of Paramount, Mr. Loke Wan Tho, head of the Cathay Organisation of South East Asia, has scheduled a DeMille Festival Week for the last week of next June. During this week the Cathay Theatre will screen each of the following DeMille pictures for one day:

REAP THE WILD WIND
THE CRUSADES
NORTH WEST MOUNTED POLICE
THE PLAINSMAN
UNION PACIFIC
THE STORT OF DR. WASSELL
UNCONQUERED

Don't forget the Contest for the four (4) best Publicity and Exploitation Campaigns on THE LIVES OF A BENGAL LANCER.

Messrs. Adolph Zukor, George Weltner and James E. Perkins are waiting to judge the campaigns.

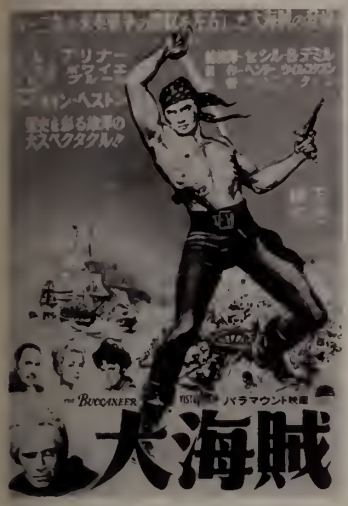
All entries are to be sent to A. Stephen Clug, Home Office, New York, as soon as possible after key-city release in each territory.



RIGHT

BRUSSELS - This is a page from the fine Belgian Paramount publication, edited in French and Flemish, and named "Les Nouvelles PARAMOUNT Nieuws," thus introducing both languages expertly. Page is dedicated to the first three All-Time-Greatest Paramount productions, and offers fine inducement for success to the exhibitors of Belgium.

JAPAN DOES AN ACE SHOWMANSHIP JOB ON "THE BUCCANEER"



Japan's posters for "The Buccaneer" rank with the finest ever produced in that country for any picture. Here's one of the best examples.



TOKYO - Section of the Cecil B. DeMille Memorial Exhibition at the Yuraku-za here in connection with the showing of "The Buccaneer." Exhibit was visited and viewed with reverence by tens of thousands of citizens of the city of Greater Tokyo.



No phase of showmanship was left unused by Publicity Director T. Ise and his co-workers in the case of "The Buccaneer." Here's one of the best publicity cars we have seen to date. In the background is the Kitano Gekijo, Osaka, where "The Buccaneer" enjoyed a phenomenal success.



Here's another - and larger - Japanese poster for "The Buccaneer." This is a sure-fire appeal to fans to go and see this exciting motion picture.



TOKYO - By this time, Paramount's billboard in the heart of Tokyo has become one of the city's show spots. Here is the display it carried for "The Buccaneer."



This newspaper advertisement carries all of the essential facts --- bold title, illustration, trade mark, stars, starting times, Vistavision, Technicolor, Cecil B. DeMille's name, admission prices, and some exceptionally punchy copy about the size and dramatic sweep of the picture itself.



TOKYO - Window tie-ups by the score were obtained throughout the city, the very colorful nature of "The Buccaneer" making the picture a 'natural' for such showmanship. Above is one fine example, with the display even including a scale model of the type of ship used in the film.



TOKYO - Close shot of the display on the exterior of the Yuraku-za here.

More Glimpses of the Human-ness of "The Five Pennies"



Danny Kaye's 'Hayseed' characterization in the early sequences of "The Five Pennies" is quite unforgettable. That's Harry (Houseboat) Guardino at the left.



The series of professional 'clashes' between Red Nichols (Danny Kaye) and Harry Paradise (Bob Crosby), give plenty of zing and gaiety to "The Five Pennies."



After all the years of fighting for their daughter's life and happiness, the trumpet that was Red Nichols' livelihood comes out of its place of hiding. But does Red still have the skill to play it. Red is Danny Kaye; his wife, Barbara Bel Geddes.

VARIETY

Satchmovic Just a Slav To Fans in Hot & Hectic Flying Yugoslav Tour

Belgrade, April 14.

Despite bad weather and 19 continuous hours of travel, Louis Armstrong and his troupe of six jazz musicians gave a delayed concert to enthusiastic Yugoslav hepcats which did not break up until 2 a.m.

Originally scheduled for 9 p.m., the concert was postponed twice. Yugoslav concert officials established radio contact with Armstrong's plane over Austria, securing his agreement to go on with the program at any time up until midnight.

Walking on stage in their traveling clothes, many carrying borrowed instruments, the group received a standing ovatipn. Armstrong decided not to cut the concert short as originally planned, but even played on beyond the time called for.

At a hotel dinner afterwards, surrounded by local musicians, pressmen, radio, television, stage and other Ljubljana cultural personalities, Armstrong said his inscription in a book on jazz history owned by a leader of a Ljubljana jazz band summed up his feelings over his reception: "Man, you are a living aspirin; you like music as much as me—Satchmovic."

Armstrong's appearances in Zagreb attracted over 13,000 Croatian hepcats, who paid double original price on the blackmarket. The tickets ranged up to $6, beaucoup high for the average Yugoslav.

Armstrong's music is very popular in Yugoslavia. His brand is almost daily on the musical program of Yugoslav radio broadcasts while his records are very popular too. The last two appearances in Yugoslavia were in Belgrade last week—a matinee in the afternoon and an evening concert, after which he and his troupe will depart by air to Israel.

LOUIS (Satchmo) ARMSTRong is proving to be a real sensation around the world. On Page 5 we gave a couple of examples of the furore he is creating -- and here above is another one reproduced from Variety of April 15th.... It all adds up to still greater popularity for Danny Kaye's "The Five Pennies," in which Louis Armstrong has so vital a part.

RIGHT

HOLLYWOOD - A most happy picture of Sophia Loren and Maurice Chevalier taken at the Academy Awards ceremony here.... 'Most Happy' because the two great stars will be seen together in the Ponti-Gerosi production of "Olympia," which will go into work in Vienna within the next few weeks.

OBITUARY



TABAJARA De MENEZES

We record with very deep sorrow the passing from our midst of Sr. Tabajara De Menezes our esteemed Branch Manager in Porto Alegre, Brazil.

Sr. De Menezes died suddenly on March 29 of a heart attack.

The whole wonderful story of this devoted Paramounteer is told in the official report to Head Office in New Yerk, and we quote it with pride:

> "Tabajara had been with Paramount for over 20 years, a loyal, efficient and honest employee. He leaves a wife and children."

We mourn deeply with them in their great loss.



JOVANKA

A DINO DE LAURENTIIS PRODUCTION

A PARAMOUNT PICTURE
Starring
GINA LOLLABRIGIDA



In punishment for a night of wartime 'indiscretion,' the town's beauty is shorn of her raven locks - branded a sinner.



But one day fate intervened, bringing the five ruthless and almost emotionless women into the company of men with feelings.

All of these pictures are of the beauteous Gina Lollabrigida as she will appear in the Dino De Laurentiis production for Paramount - JOVANKA. The part calls for her to be, at a supremely dramatic point in the story, completely bald - and as you can see, her head has been completely shaved. The other stages of the growth of hair during the passage of the story are shown also.

Perhaps you would like to indicate to the editor which of the stages of hair growth you would like Miss Lollabrigida to wear throughout the bulk of the picture.



In mountain hide-outs, with four other branded women, life is a scavenging hell --- all femininity disappears from life.



Nature reasserted herself. Step by step and pulse by pulse the five who had been lost started to become women again.

****

SHIRLEY MacLAINE will be one of the Five Women...



The life of a 'partisan' becomes like the law of the jungle -- kill or be killed. All kind instincts disappear.



And in the fullness of time, in the city that had spat upon them, they were received back as heroines in a great cause.



THE SWEET NOTES OF "THE FIVE PENNIES" WILL ROLL AROUND THE WORLD FOR YEARS AND YEARS TO COME..

Paramount WORLD
Volume 5, Number 6 June, 1959



"TEN COMMANDMENTS" SHOWMANSHIP GIVES A THRILL TO BUENOS AIRES



"Now hear this! Now hear this! Having successfully lost part of the Navy, I will next make 'A Visit To A Small Planet'!"

JERRY LEWIS CONTRACT IS POWERFUL EXAMPLE OF "DON'T GIVE UP THE SHIP" WISDOM

Comedian's 7-Year Contract Carries Rich Cargo of Ten Million Dollars.

The biggest single talent transaction in Hollywood history for the exclusive services of one star, involving a minimum sum in excess of $10,000,000, has been completed between Jerry Lewis Productions, Inc. and Paramount. Jack Karp, studio head, and Jerry Lewis announced the contract signing.

The new contract gives Paramount exclusive rights to all Jerry Lewis motion picture talents for the next seven years including all independent motion picture production, in addition to the seven commitments Paramount previously had announced he would star in.

32 L+

$10,000,000 PACT FOR JERRY LEWIS

Comic to Star in 14 Films at Paramount, Under Studio's Biggest Individual Deal

By MURRAY SCHUMACH
Special to The New York Times.

HOLLYWOOD, Calif., June 7 —Jerry Lewis will receive $10,000,000 from Paramount to star in fourteen films in the next seven years.

This is the biggest deal ever made by the company with any performer. According to Paramount, it is probably the largest price ever paid for acting talent in movie history.

During the run of this contract, the comedian will not be permitted to make movies for release by any other company.

One aspect of the agreement

Above is the beginning portion of a full column despatch in The New York Times reporting this highly significant contract.

The Cover

Another view of the spellbinding marquee of the Metropolitan Theatre, Buenos Aires, devised for "The Ten Commandments," and the absolute sensation of the Argentina metropolis.

This entire panorama of The Exodus was hand-painted, and measured 48 feet wide and 84 feet high, and covered 4,032 square feet. It represented the largest display ever erected in Buenos Aires for a motion picture.





PRESIDENT DE GAULLE GREETS FILM STARS

PARIS - President Charles de Gaulle of France greets Sophia Loren at special theatre party in the Palais de Chaillot Theatre. Other performers in line are, from left, Ludmilla Tcherina, Yul Brynner, Maurice Chevalier, William Holden and Cary Grant. The occasion marked the first anniversary of President de Gaulle's rise to power in the French Government.
Photo: Keystone

BROADWAY AND NATIONAL PREMIERES REVEAL "FIVE PENNIES" AS A SYMPHONY OF $UCCE$$

* * * * * * * * * * * * *



Mr. Adolph Zukor, over M-G-M's radio network, indicates his pleasure at the success of Paramount's "Five Pennies." At right is his daughter, Mrs. Mildred Loew.

In addition to the New York premiere of "The Five Pennies" reported above, the Danny Kaye picture will also premiere this month as follows:

Esquire, Chicago, and Paramount, Boston, both on June 24; Ontario, Washington, DC, June 25; and Fox Wilshire, Los Angeles, June 30.



Mrs. Danny Kaye (Sylvia Fine), and Louis 'Satchmo' Armstrong were among the dignitaries attending the highly successful premiere of "The Five Pennies."

Broadway started, on the evening of June 17, something that the nation now knows - the happy fact that "The Five Pennies" is one of the most heart-warming delights the screen has ever given to an eager public. We had sensed this ever since or delighted reaction to the completed picture had told us that here was the Danny Kaye the whole world had been awaiting. The Broadway premiere gave us rip-roaring vindication. And the happiness manifested by the Capitol Theatre's audience is echoing and re-echoing across the land.

And then there was this significant happening: a matter of a few days after the dazzling premiere, The New York Times, in a by-line story headed "INCREASE IS NOTED IN FILM AUDIENCES," proceeded to say that "the business analysis concern of Sindlinger & Co., in its latest findings, has indicated that the motion-picture industry may be heading for its best summer in ten years.

Mentioned prominently in that report was the premiere of "The Five Pennies" at the N.Y. Capitol.



The 'Five Pennies' Band paraded down Broadway and keynoted the pre-screening festivities outside the Capitol Theatre. Players were attired exactly as Danny Kaye, Bob Crosby and Harry Guardino are in the picture.



Paramount president, Barney Balaban, with Mr. and Mrs. Louis Armstrong at the premiere at Broadway's Capitol Theatre.



One of the interesting interludes during the premiere evening was the presentation, on the Capitol's stage, of an award to Red Nichols, by the American Federation of Musicians, in appreciation of the bandleader's "three decades of devoted service to music and musicians. Award of a plaque had been voted by the AF of M. Louis Armstrong is shown reading the text on the plaque. Nichols is to the right of the microphone. Herman Kanin, president of the Federation, is to the left of Armstrong. Mrs. Danny Kaye is at the extreme right. Others are noted musicians.

JAMES E. PERKINS, president of Paramount International, returned to New York June 9th from a regularly scheduled business survey trip to England and many countries of Continental Europe. He reported splendid business for Paramount product generally, plus wonderful returns from certain independent productions acquired for Paramount release. And, related to other news prominent on this page, he reported an intense interest in, and an eager impatience for, Danny Kaye's "The Five Pennies."

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Paramount World

Published every month by Paramount Pictures Corporation, 1501 Broadway, New York 36, New York, U.S.A. Issued by and for members of the Paramount organization around the world who believe in the entertainment appeal of their motion pictures, television and allied products and in the business future of their company.

ALBERT DEANE, Editor

Volume 5, Number 6 June, 1959

Y. FRANK FREEMAN was warmly accoladed by the press of California at his retirement from the active helm of the Paramount Studio. A typical instance was this lead editorial in the Los Angeles Times:

By the resignation of Y.Frank Freeman, for many years the dynamic head of Paramount studio, the motion-picture industry has lost the active leadership of one of its greatest protagonists.

What his future role may be will depend on the state of his health, which has been impaired by his energetic and perceptive interest in so many spheres of action.

But it is not within the scope of Frank Freeman's nature to become either uninterested or idle; he has been a mighty force as a maker of motion pictures and, with the broadest conceptions of his obligations and opportunities as a citizen, has benefited his community, his adopted state and his country.

His warm and loyal friendships have endeared him to those who know him as a genial, humorous, wise associate. Few men in any specialized line have contributed more to the civic, political and cultural life around them. And fewer still have won such a durable place in the esteem and affection of the public.

In wishing him well in whatever course he may hereafter adopt, it is proper to hope that he will continue to make himself available to those seeking the benefit of the counsel that has been so constructive and so full of courage and conviction.

****

A report on the power of "The Ten Commandments" in the Philippines that requires no further comment is the following one made to Messrs Balaban, Zukor and Freeman by Mr. Weltner:

The city of Manila reportedly has a population of 1,200,000. You will therefore be interested to know that 800,000 have already seen THE TEN COMMANDMENTS in the Galaxy Theatre in Manila, where the picture is still going strong.

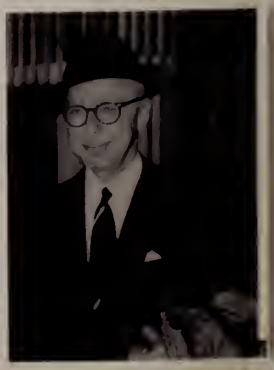
At about the 26th week of the run the receipts started to drop off and were coming close to the holdover figures. We then started to advertise "last weeks" and the very next day the business went up to complete capacity and has remained high ever since. I expect that we will take film rental out of this theatre on this picture that will exceed any whole year's film rental on all of our productions in any previous year in the Philippines.

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THIS YOUNG MAN, (very, very important to a certain eminent Paramounteer), seems to us a living, pulsing symbol of the new spirit which has come about in the creation of our product. The young man (whom we will call Jeff, because that might very well be his name), has just received the baton in a relay race, and is off to win the race with all the speed that his freshness and vitality can bring to bear. The locale of our picture is a YMCA gym, but it could very well be 5451 Marathon Street, Hollywood, the location of the renascent Paramount Studio. For precisely what you see in the face of the young man we've called 'Jeff,' is what has entered into the constitution of every Paramounteer in Hollywood.

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JOHN B. NATHAN, General Manager for Continental Europe, can have good grounds for his contented look. In New York on a business trip this month, he could report on outstanding Paramount business in all of his territories, with prospects for still better business.

Para. Stockholders Acclaim Balaban

A tribute unique in management-stockholder relations in this and other industries was paid Barney Balaban, Paramount president, when a stockholder took the floor at the company's annual meeting at the home office yesterday to tell Balaban that he has "the respect and affection of your stockholders. You are unique among corporation executives," the holder added, to the accompaniment of spirited applause from other stockholders in the well filled meeting room.

This encomium, which must bring a warm glow to Paramounteers everywhere, appeared on Page One of the Motion Picture Daily, New York, on June 3rd., the day following the annual meeting of the Stockholders of Paramount Pictures Corporation. It clearly indicated the sentiments of the owners of the corporation with regard to their president.

A BARRAGE OF PRAISE FOR ELECTRIFYING NEW PRODUCT

A glowing aftermath to the screenings across the nation of "The Five Pennies," "Last Train From Gun Hill" and "Don't Give Up the Ship" has been provided by a wealth of written tributes from Exhibitors and Paramounteers who have been thrilled to the core by this top-calibre, box office product....Below, are significant excerpts from an avalanche of mail.

Robert E. Hosse, vice-president of Crescent Amusement Co., Nashville, Tenn., wrote: "Thank you for the privilege of being with you and your associates. I enjoyed the screenings and informal get togethers. I have always enjoyed good relations with your associates and look forward to a long period of the same...." Frank V. Rule, Dallas Branch Manager, wrote: "The reaction to the Festival Screenings in Dallas was simply tremendous...We have, in my opinion, three outstanding boxoffice attractions."....In Minneapolis, according to Branch Manager Jess McBride,"....reaction to the three pictures was wonderful, and gave both the trade and our employees a terrific lift".....Detroit Branch Manager Tom Duane, reporting specifically on the "Five Pennies" screening, said: "The concensus of opinion from the trade was that 'The Five Pennies' is the finest commercial production starring Danny Kaye that has been presented.... At the reception, Danny Kaye completely charmed everyone who came in contact with him.....the length of my letter and the space allotted to 'The Five Pennies' must reflect the fact that in my opinion, the Summer Festival of Hits points to a new era for Paramount in Michigan...."Frank Mantzke, of Northwest Theatre Corporation, Minneapolis, wrote two superb letters, one about the Paramount policy of "..starting to give us a steady flow of good product," and the other about the Danny Kaye picture, and reading: "I feel that THE FIVE PENNIES is one of the finest pieces of entertainment that I have seen in a long time, and I enjoyed visiting with Danny Kaye after the screening, and I told him I thought this was by far his best picture. He is to be complimented for going on tour to sell this fine attraction, and I hope that other stars will follow his example.".....From Salt Lake City comes word about the screenings of the three Summer Festival productions, and particularly about "The Five Pennies." He says that the audience applause for this picture "lasted for probably five or ten minutes after the picture ended."......Harry Swonson of Salt Lake City also praised the three screenings most highly and concluded on this note: "Faith has been restored; our CUSTOMERS are waiting."..... Another fine 'sifting' from the Minneapolis visit was this compliment from Thomas A. Burke,General Manager of Theatre Arts, Inc.: "I personally feel that 'The Five Pennies' for all around entertainment is the best Danny Kaye picture I have seen in years. And, I also enjoyed visiting with Danny after the show as I have found him a 'down to earth' young man in every respect. 'Five Pennies' will be a welcome addition to the available product for August.".....Mel Brown,Office Manager-Head Booker in Indianapolis opened his comments by saying: "Without a doubt, Paramount has the three finest releases we have had in many a moon in 'The Five Pennies,' 'Last Train From Gun Hill' and 'Don't Give Up the Ship'... all of our exhibitors are eager to play them." .....Also from Indianapolis, Salesman Durand C. Newman wrote: "The three pictures are most gratifying. This kind of product is really a pleasure to sell and distribute. May the future bring us many more of the same.".....Another Indianapolis salesman, Abe J. Gelman, said: "I am very highly impressed with the boxoffice possibilities of these three pictures..all three should prove outstanding successes. Please give us more like them."....And Indianapolis Branch Manager Howard DeTamble summed up the screenings by saying: "I am confident that these three pictures will be the turning point in our fortunes we have been awaiting."....From Dallas this pungent summation of the three pictures by Richard L. Bond, sales representative: "The performance of Danny Kaye; the action in 'Last Train From Gun Hill', and the comedy of Jerry Lewis will help the industry as well as Paramount in proving that 'movies are your best entertainment'."....And Gerald W.Haile, another of Dallas' sales representatives, summed it up by saying: "I am most pleased to report that,with-

(Continued on Page 24)

Many of the letters from the field indicated the deep sense of gratitude the writers felt for the enormous efforts made over the past couple of years by Mr. Weltner in securing such aces-high product. A typical letter in this vein is this one from Frank Doty,Portland, Oregon, Paramounteer, to Mr. Weltner:

"After screening the three great pictures we will have the pleasure of distributing this summer, we had a very interesting and informative meeting with Mr. Neal East, who laid great stress on the efforts you personally have made to secure these pictures for us, and for continued improved product in the future.....It would be the height of ingratitude not to thank you, or to assure you that I will do my best to prove that in the distribution of pictures like these lies the continued success of our company."



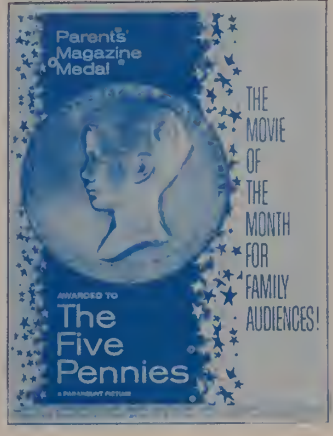
STUDY IN PREMIERE EXPRESSIONS..... Bandleader Napy Lamar; Louis (Stachmo) Armstrong; Paramount Adv-Pub-Exploitation Director Jerry Pickman. In background, Paramount's Jerry Levine.



TORONTO - Following a special screening of "The Five Pennies," Danny Kaye learns of the reactions of Toronto's Mayor Nathan Phillips and Mrs. Phillips. Obviously they were delighted with the picture.



Portraying a Broadway actress facing a tough decision in "Career" is the competent Carolyn Jones. Contributing to the toughness of her real problem are the characters portrayed by Anthony Franciosa and Dean Martin (in background). All three in this Hal Wallis production give performances of outstanding merit.



PICTURES AND NEWS FROM THE NORTH AMERICAN BRANCHES

.....and a much happier picture it is this month for branch news





WASHINGTON, D.C. - At the world premiere of the Hal Wallis production of "Don't Give Up the Ship," held in the Metropolitan Theatre, Paramount is honored by the Navy League for the picture. George C.Gillman, president of the Navy League, presents scroll of honor to George Weltner, president of Paramount Film Dist. Corp. as Dina Merrill,co-star in the film with Jerry Lewis, watches. Scroll is inscribed to Paramount Pictures Corporation and Hal Wallis Productions.

FLASH

Paramount signs Ingrid Bergman for "A Child Is Waiting"!

****



SHIRLEY MacLAINE just loved her role in the Hal Wallis production,"Career." And why not! - it may be the basis of another Academy Award nomination.

All the strength and force of a man comes from his faith in things unseen.

James Freeman Clarke

TORONTO, CANADA - This could well be an ace testimonial to the genial weather in Canada. Instead, it's a picture of the Canadian Paramount sales echelon gathered for the Summer Boxoffice Festival, with almost all of them appropriately garbed.

In attendance at the conclave, which was chaired by General Manager Gordon Lightstone, were (in the usual order), standing: W. J. O'Neill, Secretary-Treasurer; Teddy Dowbiggin, Ontario Salesman; Syl Gunn, Winnipeg Branch Manager; Norman Simpson, Branch Manager, St. John; Bob Lightstone, Branch Manager, Vancouver; Elois Cormier, Montreal Salesman; Win Barron, Public Relations-Advertising. Seated: Romeo Goudreau, Branch Manager, Montreal; Mickey Stevenson, Ontario Manager; Lightstone; Bill Kelly, Calgary Manager; and Jim Rae, Winnipeg Salesman.

PITTSBURGH "Ten Commandments did it again. We mentioned last week playing "Ten Commandments" in ten theatres of the greater Pittsburgh area. It came up to our expectations. Never Fails!!!!!!

Sunday, May 24th we had a wonderful sneak preview of "Five Pennies" at the Stanley Theatre. Pittsburgh audience was honored by a personal appearance of Danny Kaye. We were happy to have Mr. Owen and Mr. Pickman from the home office here, as well as Mr. Moore, our division manager.

Kaye Grotto, office manager and head booker, has been working for days with Mr. Dinty Moore of the Manos Circuit. Believe us, she has been filling all empty spaces in our booking books locking in solid July Paramount weeks.

Annette Marlinga, ledger clerk, received a beautiful diamond ring from the boy-friend recently - still has stars in her eyes.

--Bea Hart and Howard Burrell

JACKSONVILLE From A Secretary's point of view.....we feel a great deal of pride in our "men folk" here in the Jacksonville Branch over their accomplishments in past Drives, and the girls have all worked hard to help push our Branch into the top places in the Drives.

Since the "flood of 1959" in Jacksonville, we have all mopped up our back yards - discarded our rain coats and overshoes - put our umbrellas back in the racks and NOW the decks are all cleared off and we are setting up our sails to fly the Paramount Trade Mark for PARAMOUNT WEEKS. Last year our Bookers chipped in from their scores on PARAMOUNT WEEKS and gave us a Lake Party. What's in store for this year is the spice in the pudding.

We will take a brief intermission on June 12 for the wedding of our Booker, Vann Burney THEN back to cleaning and polishing our Paramount Trade Mark for displaying all over our territory. We are proud of our Paramount Trade Mark and want to see it very prominently displayed on every screen in the Jacksonville Branch - so with all the girls lined up solidly behind our "men folk" WATCH OUT FOR THE JACKSONVILLE BRANCH!

--Velma Smith

SAN FRANCISCO It hardly seems possible that Vacation Time is here again, but it certainly is and first one to take his vacation was Arnold Lavagetto, Booking Department.

Sneak previews of "FIVE PENNIES," "DON'T GIVE UP THE SHIP" and "THUNDER IN THE SUN" were tremendously enjoyed by all of us at this Branch and also the audience at the theatre. The applause for FIVE PENNIES almost deafened one, and made us feel very proud.

Branch Manager Jack Stevenson fell down the steps and had a sprained ankle as did Daisy Kehoe, Ledger Clerk. Both, I am glad to say, have fully recovered. Flu made its usual rounds and hit a few of us, but we also are over it now.

Needless to say we all enjoyed our three-day Decoration Day weekend. Mirry Gilbert

(Continued on Page 18)

Forecast

UNDEVIATING PURPOSEFULNESS -- a determination to go ahead in the realization of an objective despite all barriers, whether physical or vocal -- has come to magnificent fruition in the histories of many great motion pictures.

Four which come instantly to mind are "Shane," "Beau Geste" and both filmizations of "The Ten Commandments." There are many more, and all are golden milestones along the glamorous road of motion picture production.

A new contender for this honor is Marlon Brando's Pennebaker production of "One-Eyed Jacks." The making of this picture has been one of the most tempestuous chapters in all Hollywood history. The picture has been long in its filming; it has been surrounded by many taboos; its star-producer-director has had allied with his undoubted genius certain massive powers which have not always proceeded parallel with tradition; his scripting of the picture has been without precedent.

B u t ----

Those who have seen the 'rushes' on the picture have been truly spellbound. They have seen new elements of dramatic power; photography of a beauty thought impossible of capturing on film; realism with a new depth; acting performances to tingle the spine.

Everything, it seems, is in new dimensions in "One-Eyed Jacks."

The picture has been long in production and there is much film for editing. But in those many reels (it seems safe to predict), lies the substance of the Greatest Western Ever made, and one of the All-Time Greats of Motion Pictures.



MOTION PICTURE HISTORY IN THE MAKING!
The Greatest Grosser in Box-Office History
Cecil B. DeMille's
PRODUCTION OF
The Ten Commandments
WORLD-WIDE RECEIPTS TO DATE IN EXCESS OF $75,000,000
WORLD-WIDE ADMISSIONS TO DATE IN EXCESS OF 65,000,000
IN GT. BRITAIN AND EIRE UP TO MAY 1959 * 5,113,174 IN THE INITIAL ENGAGEMENTS
HAVE BEEN THRILLED BY
THE INDUSTRY'S ALL-TIME BOX-OFFICE CHAMPION
*EXHIBITORS: THIS IS JUST THE BEGINNING!!

WORLD-WIDE POWER OF "THE TEN COMMANDMENTS" TOWERS MORE MAJESTICALLY WITH EVERY PASSING DAY



LONDON - This double-spread in color in The Daily Cinema of June 3rd certainly told the film industry of the United Kingdom something of the continuing power of "The Ten Commandments." The asterisk-d line at the bottom of the advertisement is applicable to all parts of the world.

On Sunday, May 31, the "Limelight" programme of Scottish Television, Glasgow, used Cecil B. DeMille's "The Great Adventure" in its entirety.

At the programme's end, the Compere, Mr.G.Watson, announced that "The Ten Commandments" would be playing at several theatres in Scotland during the next few weeks.



BUENOS AIRES - At a special morning screening of "The Ten Commandments" in advance of the premiere at the Metropolitan Theatre, the heads of all of the religious faiths in the city attended. Here the GranRabbi of Argentina, Dr. Schlessinger (at right) is shown in conversation with Miss Elida González, Paramount's director of publicity.

SAO PAULO - Another of the banners devised by the Ipiranga Theatre (see Page 27) to focus attention on the fact of this theatre having been "selected to exhibit exclusively and for the first time in the State of Sao Paulo," Cecil B. DeMille's production of "The Ten Commandments."



MANAGUA, Nicaragua -- President Ing. Luis Somoza Debayle and Mrs. Somoza, together with high government officials, attended a screening of Cecil B. DeMille's production, "The Ten Commandments" recently. All were lavish in their praise of the great motion picture.

President Somoza is shown above, with (left) Juan F. Aguerri, Paramount's agent in Nicaragua, and Mario Ghio, Paramount General Manager for Central America.

SAN JUAN, Puerto Rico -- They're beginning to call it "Puerto Ri-queue," now that "The Ten Commandments" has come back to this city and is attracting long, endless lines to the Matienzo Theatre. And this after the earlier engagement here at the Metropolitan Theatre had lasted for 17 weeks.

The queue shown here in two shots occurred on a Sunday, and was so long that, according to Paramount Manager Frank J. Planas, the theatre's management placed the head of the line at the rear exit of the house, so that as the people leaving the first show exited, the new audience could be admitted.

The first week of this new engagement, "The Ten Commandments" far outgrossed every first-run film in town.





PEOPLE AND EVENTS IN THE NEW YORK SCENE

* * * * * * * * * * * *



So important a box-office attraction has "Shane" become in its national re-release inthe United States, that it was booked into the Paramount Theatre, Brooklyn, for a run. And it did wonderful business there, too.



At the Capitol Theatre premiere of "The Five Pennies," at the ◀ left: Mr. and Mrs. Louis Phillips. At the right: Martin S.Davis, Jerome Pickman, ▶ and Eugene Picker, president of Loew's Theatres.



Sy Weintraub, co-producer of "Tarzan's Greatest Adventure," details to the film industry press how the great adventure film was made in Africa,and also how for the first time, a "Tarzan" picture was made in the actual location of the internationally renowned story. At left, Warren Harris of Motion Picture Daily; at right: Frank Leyendecker of Boxoffice, and Gene Arneel of Variety.





HOWARD MINSKY (above) a veteran distribution executive with Paramount, has returned to the company's domestic sales organization as assistant to George Weltner, Paramount Pictures vice-president in charge of worldwide sales.

For the past several years, Mr. Minsky served as eastern sales manager for International Telemeter Company, a division of Paramount Pictures. For eight years previously, Minsky was a division manager of Paramount Film Distributing Corporation. Minsky will headquarter at the Paramount New York head office.

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An interesting Variety item...

Paramount World-wide Sales Head George Weltner is rarely, if ever, quoted in Variety.... Here is an exception, reported in the expressive terminology of the famous theatrical publication:

Geo. Weltner. Anti-Gabber, Makes With Eloquence On Danny Kaye Tour

George Weltner, Paramount's v.p. in charge of global distribution, didn't go so far as to risk his reputation as one of the most reticent execs in the film business (When he has something important to say he refrains from doing it publicly as it might benefit the competition; when he has nothing important he prefers to keep quiet.)

But he did sit down with a reporter this week to sound off on one subject. the person of Danny Kaye. Weltner confined the conversation to this one topic but with rare enthusiasm. Never in his 35 years in the picture business has he seen a personality make with the showmanship as did Kaye, said Weltner.

In his just-concluded tour in behalf of the Par release of "The Five Pennies" and Dot Records, Kaye "did an inspiring, unrelenting job of ingratiating himself and the entire industry with the press and the public—the like of which I have never seen before," Weltner raved.

Kaye since May 3 barnstormed in whirlwind fashion, appearing at theatre screenings and receptions and doing the person-to-person bit with numerous exhibitors and reporters and the autographing with the public. He was on the move for almost four weeks although under no promotional obligation at all, commented Weltner.

The actor operated out of New York—to Boston and back, to Philadelphia and back, and so on—and when he had a day off from the junkets he would work in Gotham on local and national publicity, Weltner reported.

And not hard to take, concluded Weltner, is the fact that the Kaye tour stimulated beaucoup sales for "Pennies."

With his chores in the United States over, Kaye next goes to Australia for eight wesk of p.a.'s and follows this with a swing of European capitals for more "Pennies" bally.

Here's the Danny Kaye itinerary that Mr. Weltner refers to, all accomplished between Sunday May 3 and Saturday May 30:

New York to Boston to New York to Philadelphia to Washington to Philadelphia to New York to Atlanta to Dallas to Minneapolis to New York to Chicago to Toronto to Detroit to New York to Pittsburgh to Cleveland to Cincinnati to New York to Washington to Milwaukee to Los Angeles.

And then on June 11th Danny flew from Los Angeles to San Francisco then on to Sydney, Australia, by way of Honolulu and the Fiji Islands.

Immediately following the premiere of "The Five Pennies," a phone call was put through from New York to Danny Kaye in Australia. And Danny, at four o'clock the following afternoon in Sydney, heard directly from his wife and from Messrs. Balaban, Weltner, Perkins and Pickman about the highly successful Broadway bow.

A college student majoring in political science objected vehemently to a course in political economy he was required to take.

"That's a useless course," he growled. "Nobody in politics economizes nowadays."

-Russell Newbold in The Wall Street Journal



ROME - In the Italian key cities, during runs of "Rock-A-Bye Baby," all children attending received photographs of Jerry Lewis. Here are a couple of youngsters at the Europa Theatre here, against a background of a baby carriage and a cut-out of Jerry made from one of the very effective Italian posters.

(Title of the picture in Italy is "Il Balio Asciutto", which means "The Dry Nurse," as contrasted with the other kind).



HOLLYWOOD - Leading lady Joan Blackman, of the Jerry Lewis comedy "Visit To A Small Planet," shows the studio to three visiting Italian dignitaries. From left to right they are: Egidio Manganelli, Private Secretary to Minister of the Budget; Eugenio Melani, Deputy Director of "La Giustizia"; and Robert Padovano, interpreter for the U.S. State Department.

The most complete revenge is not to imitate the aggressor.

Marcus Aurelius

MARLON BRANDO HA FATTO UNO DEI PIU' BEI FILM CHE LA PARAMOUNT ABBIA MAI AVUTO

* * * * * * * * * * * * * *

Di una cosa siamo ormai al corrente, e cioè che ONE-EYED JACKS è una magnifica pellicola. Magnifica sia come storia, sia come interpretazione e sia infine come fotografia. Si tratta di un lavoro la cui produzione ha richiesto uno sforzo non indifferente e a proposito dal quale non sono mancati, mentre lo si girava, diversi commenti di carattere critico. Però, come in tutte le cose, quello che conta è il risultato finale, e in questo caso il risultato è una realizzazione cinematografica di una bellezza rara. Marlon Brando, nel suo duplice ruolo di interprete e di regista, si è lasciato guidare dalle proprie convinzioni artistiche da principio alla fine del lavoro, creando così un'opera drammatica che resterà memorabile nella storia dello schermo. Il titolo inglese della pellicola, ONE-EYED JACKS, fa riferimento al "jack" o "fante" delle carte da giuoco, o per essere più precisi ai due fanti del mazzo che appaiono di profilo, cioè dei quali si vede un occhio solo. Di quell'occhio il mondo vede e conosce l'espressione, ma nulla sa delle intenzioni racchiuse nell'altro. Questo è in poche parole il concetto che caratterizza i personaggi principali di questo dinamico film che farà epoca alla sua uscita.

THE FIVE PENNIES è già in programmazione in diverse città degli Stati Uniti e del Cana-



PRIZE WINNER

Against a background of one of the many very effective posters devised in Italy for Jerry Lewis' "Rock-A-Bye Baby," is one of the prize winners in a very effective contest. In both Rome and Milan, the four best-looking children attending the showing of the picture were each awarded four Fonit records of Jerry singing "Rock-A-Bye Baby" and "Dormi, Dormi, Dormi." (Just who it was who made the prize-winning choices of the youngsters was not announced.).



ROME - Believing strongly in the appeal of the Popeye Cartoons, the Corso Cinema here has this powerful proof of popularity in its lobby.

da e al momento di andare in macchina stanno arrivando le prime notizie dei furori che sta facendo questo nuovo lavoro di Danny Kaye. In tutti i diversi centri degli Stati Uniti dove il film è uscito il mese scorso, ogni singola proiezione è stata accolta con l'entusiasmo più schietto, condiviso indistintamente da esercenti, critici, presentatori di dischi di stazioni radiofoniche, personaggi importanti e pubblico cinematografico in genere. Danny Kaye si è nel frattempo recato in Australia in tournee durante la quale avrà luogo l'uscita del film in quel continente. Questo bravo e simpatico attore ha già avuto diversi trionfi in passato, ma nessuno tanto pieno e lusinghiero come quello ch'egli sta ottenendo ed otterrà con THE FIVE PENNIES.

In occasione del cambio della guardia negli Studi Paramount, Mr. Y. Frank Freeman è stato oggetto di splendidi tributi per la sua leale opera durante gli ultimi vent'anni, e la decisione di Mr. Balaban di affidare l'amministrazione dello studio a Mr. Jack Karp è stata accolta con unanime approvazione. Altre importanti iniziative a beneficio della nostra produzione saranno prese nel corso dei vari prossimi mesi. Intanto, per cominciare, è stato firmato un nuovo contratto con Mel Shavelson e Jack Rose per un gruppo di film, che potrà anche raggiungere il numero di nove, da prodursi entro un certo periodo di anni. Sono gli stessi produttori che ci hanno dato THE FIVE PENNIES e che in questo momento si trovano in Italia dove si preparano a girare BAY OF NAPLES con Clark Gable, Sophia Loren e Lilli Palmer.

Ancora una volta desideriamo esprimere la nostra ammirazione per lo stupendo spirito pubblicitario di cui si sta dando prova in tante parti del mondo. I nostri uffici rigurgitano di materiale proveniente da tutte le direzioni e siamo solo dolenti di non poter far uso che di una minima quantità del medesimo. Non v'è tuttavia dubbio che in quasi tutti i paesi dove si proiettano e applaudono i film della nostra Casa, i paramountisti dimostrano uno splendido senso d'iniziativa, immaginazione e volontà di riuscire. Infatti il lancio pubblicitario all'estero non ha mai raggiunto l'alto livello attuale e da parte nostra non possiamo che esser fieri che i più begli esempi siano dedicati a film Paramount. E non soltanto a certe determinate pellicole, bensì a lavori di ogni tipo e di ogni grado. Perchè non c'è nulla di più vero che ogni film ha in sè qualche elemento che si presta a un lancio pubblicitario originale, come ben sa chi è esperto in materia. In questo appunto consiste l'arte del lanciamento, così ben definita in inglese con la parola "showmanship".

PARAMOUNT EVENTS IN THE BRITISH FILM SCENE



LONDON - William Perlberg, left, and George Seaton, right, are welcomed to London by Assistant Managing Director Russell W. Hadley, Jr., and Mrs. Hadley.

The producer-director team responsible for so many Paramount successes were on the Continent in connection with advance production planning for "The Counterfeit Traitor." Learning that "The Pleasure of His Company" is now playing in London,and in view of their plans to produce it early next year in Hollywood with Fred Astaire, Lilli Palmer, Gary Merrill, Debbie Reynolds and others, Perlberg and Seaton flew to London to see the British production of the completely diverting play.

They have since returned to Europe to continue production plans on "Counterfeit Traitor" in Germany, Denmark, Sweden and the other countries concerned in this most exciting true-life espionage thriller.



LONDON - These picturesque uniforms worn by the Plaza ushers were one of the hits of the recent premiere of "The Buccaneer." Reading from the left the attractive young ladies are the Misses Dorothy Ballard, Shirley Dyer, Lika Mayo, Valerie Dranfield, Josephine Swannie,Pamela Hill.

GLASGOW - British showmanship campaign on "The Black Orchid" was a real dazzler. At right: newspaper poster for an attention-winning contest.Far right:Record Shop,Leeds,had this fine plug for the film's "Hurdy Gurdy Song."



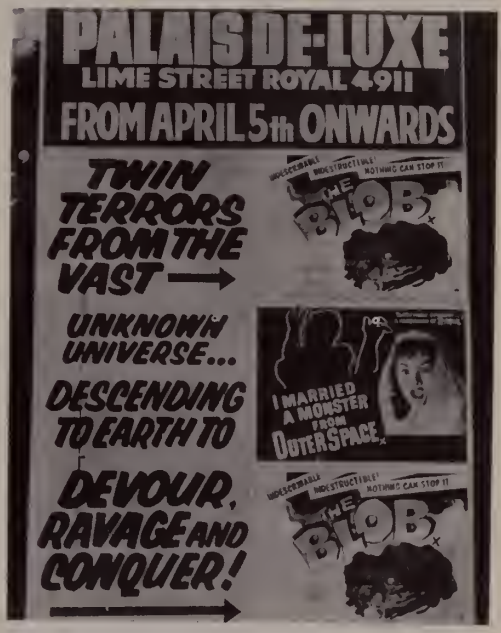


PARIS - Laurence Harvey, star of the phenomenally successful British film, "Room at the Top," went to the French capital for the picture's premiere at the Lord Byron Theatre. Paramount is distributing the film in France under the title of "Les Chemins De La Haute Ville." Harvey is shown here indicating the title over his right shoulder. His gesture is to James Wolf, producer of the picture. Also viewing the title, with back to camera, is Paramount's general manager in France, Henri Klarsfeld.

("Room At the Top" was also playing day-and-date at the Paramount Theatre, Paris).



LIVERPOOL - This sort of business above, at the Palais De-Luxe,resulted from a showmanship campaign, in which



this poster for the "chill-bill-of-filmfare" was one of the most potent instruments.

In his comprehensive report on what he calls "our big thrill and chill show" (THE BLOB and I MARRIED A MONSTER FROM OUTER SPACE),Tony Reddin detailed how the program had played the Plaza Theatre in London for two weeks, when it "confounded the skeptics by achieving an outstanding success."

He also forwarded a brochure in color which is about as compelling an argument in favor of this program as we have ever seen. And the evidence is mounting steadily that when showmanship and salesmanship are compounded, boxoffice success of the highest order materializes.

The British Exploitation Force is sparking on every cylinder and actually achieving jet results.



Happy, Resultsful French Convention





PARIS - In Europe for advance preparations in connection with the filming of "The Counterfeit Traitor, the producer-director combination of William Perlberg and George Seaton met the French press at the Hotel Plaza-Athenee. Here Mr.Perlberg is outlining the plot of "The Counterfeit Traitor" to Miss Grenier, Paris correspondent of the New York Daily and Sunday Times, and to Miss Jacqueline Fabre of Liberation.



PARIS - Here Messrs. George Seaton (right) and William Perlberg (left) meet with Mr. Nielssen, manager of Editions des Presses de la Cite. This organization has just published an edition, in French, of "The Counterfeit Traitor," copy of which Mr. Nielssen holds.

PARIS - Shown here (and at bottom of page) are scenes of the very productive convention of the French Paramounteers held May 1° 23.

(General Manager John B. Nathan could not attend as he was in Rome at the time with Paramount International President James E. Perkins.)

These scenes were taken during the lunch held at the Auberge de la Moutiere (where scenes for Bing Crosby's "Little Boy Lost" had been filmed a few years ago).

First view is of the general luncheon of branch managers, salesmen and Head Office executives. In the next scene, clockwise from the lower left: MM Edelstein, Pierri (Marseilles), Michaud, Klarsfeld, Pront, Bernardini (Marseilles), Lebon (Head Office), Juroe. Next picture, clockwise: MM Goepfert (Strasbourg), Melle Drouillet (Paris), Roux (Paris), Mandon (Bordeaux), Epstein (Head Office), Loeb (Paris).

MARLON BRANDO A FAIT UN DES PLUS GRANDS FILMS PARAMOUNT DE TOUS LES TEMPS

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Nous le savions déjà : "ONE-EYED JACKS" est un film magnifique. Magnifique du point de vue du scénario. Magnifique du point de vue du jeu des acteurs. Magnifique du point de vue de la photographie. C'est un film dont la production s'est avérée difficile et dont le tournage a suscité de violentes controverses. Mais, comme pour tout, ce qui compte, c'est le résultat final. Et le résultat nous prouve qu'il s'agit d'un film riche et exceptionnel. Marlon Brando, en tant que vedette et réalisateur, n'a accepté aucune compromission et a réussi à produire un drame cinématographique qui restera pour toujours un modèle du genre. Le titre (que tous les joueurs de cartes doivent connaître) se réfère aux deux valets du jeu de cartes qui ont un seul oeil visible. Le monde sait ce qu'il y a dans cet oeil mais ignore tout des intentions qui se trouvent dans celui qui est caché. Tel est le genre de personnages pittoresques que l'on voit dans ce film dynamique destiné, lorsqu'il sortira, à ajouter un nouveau chapitre à la liste des chefs-d'oeuvre de l'écran.

Lorsque cet article paraîtra, "THE FIVE PENNIES" sera déjà sorti dans de nombreuses villes des Etats-Unis et du Canada. La presse a été unanime à déclarer que ce nouveau film de Danny Kay est vraiment un "numéro gagnant". Au cours des nombreuses présentations du film qui ont eu lieu le mois dernier à travers les Etats-Unis, on a pu réunir une véritable "montagne" de compliments qui venaient du fond du coeur. Les exploitants, les critiques, les promoteurs de disques, les officiels du gouvernement, et les spectateurs payant ont tous pris part à cette vague d'enthousiasme. Cependant, Danny Kaye est allé faire une tournée personnelle en Australie; la sortie de son film coïncide avec sa présence là-bas. Danny a remporté de nombreux triomphes au cours de sa carrière mais aucun d'eux ne peut être comparé au succès émouvant, extraordinaire que lui vaut "THE FIVE PENNIES".

Le changement qui vient d'intervenir au Studio Paramount a valu un brillant hommage à Mr. Y. Frank Freeman pour les services dévoués qu'il a rendus à notre société au cours de ces vingt dernières années. En même temps, on a salué avec plaisir la décision du Président Barney Balaban qui a confié l'administration du studio à M. Jack Karp. De nombreuses transformations dont la portée sera immense, vont se produire dans les mois qui viennent, transformations qui auront une vaste répercussion sur l'avenir de la production Paramount. Signalons, dès à présent, la signature d'un nouveau contrat avec Mel Shavelson et Jack Rose, contrat aux termes duquel, ceux-ci tourneront un maximum de neuf films pendant les prochaines années. Ce sont ces deux hommes qui ont produit:

(Suite page 36)

BELOW

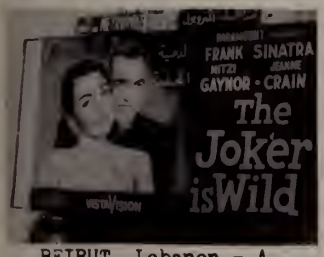
More of the French Paramounteers at the convention lunch. Clockwise from left: MM. Plunkett (Head Office Publicity Manager), Crepin (Lille), Tison (Paris), Navarre (Toulouse), Lappeman (Paris), Le Strat (Paris). Next picture, from left: Melle Dupayrou (Head Office), MM.Goldman (Paris Branch Manager), Rochefort (Sales Manager), Alzial (Bordeaux Branch Manager), Bernstein (Head Office), Mme Bagard(Head Office), Michel (Marseilles Branch Manager), Moreau (Lyon). Third picture: MM. Roux (Lyon Branch Manager), Maillet (Sales Sub-Manager), Quennepoix (Lille Branch Manager), Melle Dabadie (Head Office Publicity Dept.), Dardun (Lyon), Mme Richard (Paris), Ozouf (Paris), Mme Lacroix (Paris).



TOP PARAMOUNT HAPPENINGS IN THE CONTINENTAL SCENE



BRUSSELS - The imposing circular entrance to the Metropole Theatre here was put to superlative use in announcing the showing of "The Black Orchid." Note the unique fashion in which the names of the co-stars were presented.



BEIRUT, Lebanon - A massive and expertly contrived poster announces to the populace that the Metropole Theatre is presenting Frank Sinatra in "The Joker Is Wild." We also received a fine and comprehensive book of Paramount-created advertisements and press stories.



PARIS - Sophia Loren and her husband, Carlo Ponti, arrive at Le Bourget Airport from Vienna for production conferences in connection with the filming of "Bay of Naples" and "Olympia." Reading from left: Eduard De Segonzac, production representative; Jacques Plunkett, publicity manager; Mr. Ponti; Miss Loren; Marcel Hamel, transportation manager.



PARIS - Producer-Director team of William Perlberg and George Seaton are in Europe for the purpose of starting advance production on "The Counterfeit Traitor." Here they are shown arriving at Le Bourget Airport with some members of their unit. From the left: Tambi Larsen, script writer; Robert A. Snody, unit-location manager; George Seaton; William Perlberg; Marcel Hamel, Paramount Transportation Manager.



The caption in The New York Times to this Associated Press Wirephoto read:

"'Here's to you': Mayor Willy Brandt of West Berlin joins Louis (Satchmo) Armstrong for a beer during intermission of band leader's recent performance in city."

Beyond any doubt, 'Satchmo' told Mayor Brandt about Danny Kaye's film, "The Five Pennies," because Danny and the renowned Mayor of West Berlin have met several times and are very good friends.



PARIS - James E. Perkins, president of Paramount International Films, returned to New York June 9th from his latest business survey of Continental Europe.

Picture above shows him as honored guest at a Paramount luncheon in Paris, with only a section of those present appearing in the photograph. Reading from the left they are: Richard Edelstein, Henri Michaud, John B. Nathan, Mr. Perkins, Henri Klarsfeld, Charles P. Juroe.





LEFT

COPENHAGEN - Exterior shots of the Platan and Colosseum Theatres where Elvis Presley's "King Creole" ("Haard Ungdom"), was released recently day-and-date with what Manager John Aarshoj called "phenomenal success". The showmanship campaign for the picture was executed to the limits of human ingenuity and local regulations.

NEW ZEALAND CAMPAIGN ON "THE TEN COMMANDMENTS" WAS ALL-ENCOMPASSING

An enormous amount of astute and well-considered planning went into the showmanship campaign for "The Ten Commandments" in New Zealand. In advance there were the screenings "in depth," which reached the nation's finest minds and opinion developers, as well as the the chief disseminators of news - the press and the radio.

Then Jim Williams, director of advertising and publicity, was detached from his duties in Australia and assigned to "The Ten Commandments" in New Zealand for a period which eventually proved to cover 4 months. There he worked in closest liaison with General Manager Stanley H. Craig to the end that every conceivable medium of showmanship and information be put to full and dignified use in the interests of the greatest motion picture ever presented in the Dominion of New Zealand.

How well they succeeded is attested in two irrefutable exhibits. One is consolidated in the box-office statements of every theatre showing the mighty Cecil B. DeMille production. The other is in a massive campaign record.



THE TWO EMBASSYS

AUCKLAND - This is this city's modern Embassy, given this fine showmanship appearance for the spectacular premiere of "The Ten Commandments."

MIRROR, a high-grade publication announcing itself as The Leading Magazine of New Zealand, gave "The Ten Commandments" a superlative display in text and pictures. Frank and succinct sub-head to the display read:

A film that could have been a cheap Hollywood spectacle, becomes, under the skilled and dedicated direction of Cecil B. DeMille, the living drama of the Bible.

And then the text proceeded to say: "THE TEN COMMANDMENTS is a film that is likely to run for a very long time in New Zealand. And it will be seen by thousands of people....."



WELLINGTON - And here is the tried and true Embassy, long-time friend of the picturegoers of this capital city, with the title of the Cecil B. DeMille masterfilm four times displayed for the city's populace.



CHRISTCHURCH - Special and unprecedented treatment was given to the front-of-house displays in New Zealand. This is the front of the Avon.

BELOW

WELLINGTON - One of the most beautiful displays devised in the whole campaign throughout the Dominion was this tableau of the finding of Moses in the bulrushes, presented in part of the stage proscenium at the Embassy Theatre here. Beautiful color and lighting effects made the display an outstanding feature prior to the playing of the overture by the Embassy's orchestra



CHRISTCHURCH - Display of properties and costumes from "The Ten Commandments" at the D.I.C. department store here. Such extensive displays had never before been promoted in New Zealand, and evoked tremendous interest.

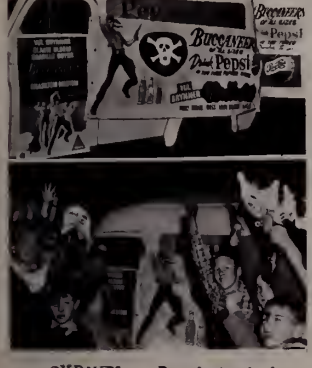
DUNEDIN, a great show city in the South Island on June 12th terminated a magnificent run of 6 weeks of "The Ten Commandments" in the Kerridge Odeon St. James. It was a record run for any picture in any theatre in the city, according to Paramount General Manager Stanley H. Craig. A record weeks-wise and also receipts-wise.



SHOWMANSHIP AND PEOPLE IN THE AUSTRALIA - NEW ZEALAND SCENE



HOLLYWOOD- Contest winners Jan Carmody (Miss Australian Surf - Coogee Surf Club) second from left, and Colin Ian McFarlane (Mr. Australian Surf - Manly Surf Club), visit the set of Jerry Lewis' Hal Wallis production, "Visit To A Small Planet." Jerry is between the two Aussies, and at left is a celebrated Australian beauty, June Dally-Watkins, owner and manager of one of Australia's top model agencies, located in Sydney. Miss Dally-Watkins is also managing the two contest winners in their prize-winning journey completely around the world.



SYDNEY - Depicted in these pictures are two phases of the extraordinarily fine campaign of showmanship engaged in by Paramount here in connection with the presentation of "The Buccaneer" at the Prince Edward Theatre. Other phases consisted of television contests, the eye-patch showmanship, street stunts and a give-away tie-in with the Pepsi-Cola organisation.





SYDNEY - Arrival of Danny Kaye here produced the largest press turnout ever accorded any visitor in the entertainment world. And the news reports were the most cordial and friendly in show business history. Danny began his 4 weeks engagement in Sydney June 18th, and was scheduled to appear at the premiere of "The Five Pennies" at the Prince Edward Theatre on June 25th. (A full picture report on this will appear next month).



HOLLYWOOD - Eminent Brisbane exhibitor Tom Halbert (left) is a visitor to the set of Jerry Lewis' "Visit To a Small Planet." At right is Ed Schellhorn, Paramount International's host to all the visiting world.

LEFT

NEW YORK - Australia's Prime Minister, Robert Gordon Menzies, and Danny Kaye share a bright look on the world. Picture, made just before Danny left for his current sensational tour of Australia, was taken at the American Australian Association's luncheon in honor of Mr. Menzies at the River Club.

Wide World Photo

SUMMER SEASON NEWS AT THE HOME OFFICE

On June 13th, Bonnie Maltz of the legal department was married to Marvin Froot. They spent there honeymoon at the Nevele Hotel in the Catskills. The girls of the legal department floor gave the couple a covered vegetable dish made out of silver as a gift and took Bonnie out to the Famous Kitcheon for lunch. She was secretary to Marvin Ginsky who left Paramount in May, when the men on the legal department floor gave him a desk set as a farewell gift and took him out to lunch. Now Bonnie is handing in her resignation, and a farewell gathering was held for her on June 10th in Louis Phillips office. (Must be the effects of the excitement of the upcoming wedding).

Dorothy Mannix, George Barrie's secretary, took a two-week vacation and a five-week leave of absence which began June 11. She plans to travel all over Europe. Her first stop was Holland, and where she will wind up her trip nobody knows.....Leni Hausman, Don Nathan's secretary, is currently vacationing, but she didn't say where before she left.....Terry Pucciarelli, 10th floor, celebrated her birthday June 18th and Paramount wishes her many happy returns...



The June group of graduates included Fanny Geary's daughter Margaret, shown above, who graduated from Brooklyn's Midwood High School. She plans to pursue a business career.

We were sorry to learn that Harry Doldus was away sick: but Harry's a tough one, and he bounced back quicker'n a jai-alai ball.



Posing in formal attire is Paramount's Terry Pucciarelli and her steady beau, Donald Brandinelli. The couple is on the way to the Annual Military Formal given by the ROTC's of Brooklyn Polytech Engineering Institute, last month. The affair was held at the Hotel Essex House.

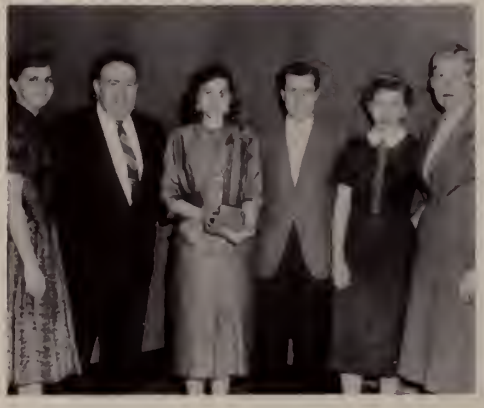
June brought a surprise visitor to Paramount - Matilda Kass who was Paramount's first employee. She began with the company back in 1912 as Adolph Zukor's secretary, a position she held for 32 years. The occasion that had brought her in was the Paramount stockholder's meeting on June 2. (Matilda is still a stockholder).....Dick Walsh, contract analyst, was recently made commander at the Elmhurst Jackson Heights Post 298, which is Queens' 2nd largest American legion post. Dick, a World War II vet, is an ex-tech sergeant of the famous fighting 69th Irish regiment.

Sad news: Several Paramounteers are leaving us this month. They are: Anne McPolin, Mr. Clug's secretary whose departing day was June 26th; Edna Murzi, Ed Ryan's department, who left the same date; and Barbara Landau, Mr. Hoff's secretary, who left for California with her husband.

--Helen Kwartler



At last, here are the pictures of the winning bowlers. L. to R. are the members of the winning Shirley Booth team - Capt. George Casiano, Brenda Herman, Bill Wickesser and Lenny Feldman, with one of the trophies in Brenda's hands. Gloria Adelhelm, the fifth team member, couldn't make it for the photo.



.....and here we have the 2nd place Danny Kaye team. L. to R. they are Diana Mockeliunas, Capt. Frank Patterson, Leni Hausman, Gino Campagnola, Sue Dorman and Mary Brady. Gino joined the team in middle of the season when Sue had to drop out in order to attend evening classes.



A number of individuals won prizes for bowling ability. L. to R. they are Kay Burke, Frank Patterson, Joan Studva, John Rubinich, Grace Ganguzza, Bob McKeown, Helene Coleman, Helen Dumbra. Bob and Grace were the two Paramounteers who won this year's Bowler-of-the Year awards.

NEWS PICTURES OF THE HOLLYWOOD SCENE

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More Good News from Paramount's Studio....

HOLLYWOOD, June 14, - Three deals embracing the purchase of a play, a novel and the assignment of a writer to prepare an original screen treatment have been announced by Jack Karp, Paramount's studio head.

"A Child Is Waiting," is the play, by Abby Mann, purchased by Paramount for the producing team of Norman Panama and Melvin Frank; "The Melody of Sex," the novel, by the British author Max Catto, purchased in London. Sidney Sheldon took the assignment to write the original treatment based on the Otto Furth-Margit Vesci play, "The Man Who Had No Private Life."

Filming will begin immediately, according to Motion Picture Daily, following completion of the screenplays.



Eminent Paramounteer Y. Frank Freeman, who recently relinquished the post of Paramount studio head, was one of the principal speakers at the "Salute to Cecil B. DeMille" banquet on June 1st. at which the California Federation of Women's Clubs was hostess to General Federation members attending the 68th annual convention.

(To the left of Mr. Freeman, above, is Mrs. Chloe Gifford, president of the General Federation; to the right is Mrs. A.E.Briton, president of the California Federation).

In paying tribute to his close friend and business associate over the past 20 years during which he was head and DeMille the Studio's leading film-maker, Mr. Freeman stated:

"My life, through my intimate friendship with Cecil B. DeMille has been warmer and happier; Paramount - a name almost interchangeable with Mr. DeMille's own - has been a more respected, successful organization; and the world, through the inspiration and knowledge gained through DeMille's pictures, I know is a better place. I believe his influence for good will live forever."





THEY ALSO PAID TRIBUTE TO THE MEMORY OF A TRULY GREAT MAN

Also speaking from the heart at the convention of the Federation of Women's Clubs were two men in whose lives Cecil B. DeMille had played a very big part. They were Henry Wilcoxon, at top, and Charlton Heston, whose playing of 'Moses' in "The Ten Commandments" will be remembered whilever there are motion pictures.

Noted Exhibitor Praises "Tarzan" Tour.....

Mr. Weltner has received the following gratifying letter from Robert E. Hosse, vice-president of the Crescent Amusement Company, Nashville, Tennessee, following the enormously successful personal appearance tour of Gordon (Tarzan) Scott, reported on Page 39:

> Just a note to thank you for giving us the opportunity to have Gordon Scott (Tarzan) in Nashville on a personal appearance. He was certainly a gentleman and made a very fine impression upon everyone that met him.
>
> It would have done your heart good to see the thousands of children clamouring for his autograph and to touch him. Mr. Fred Harvey, in whose department store he appeared, was extremely well pleased. We have been trying for a long time to get next to him with some promotions, and I believe that this will certainly open the door that has been locked for so long. He personally stood by and gave out over one thousand autographs, and grinned from ear to ear.
>
> We certainly believe that the right kind of people (as Mr. Scott was), on tour in the smaller towns in the south, do an enormous amount of good for all of us.
>
> Thank you, Mr. Weltner, for your vision and foresight in helping us get back in show business.
>
> (sgd.) Robert E. Hosse



LEFT

WASHINGTON, D.C. - Here for the special invitational world premiere of "Don't Give Up the Ship," co-star Dina Merrill is escorted to the event at the Metropolitan Theatre by George Weltner, vice-president of Paramount Pictures Corporation in charge of world-wide sales.



What on earth will today's younger generation be able to tell their children they had to do without?

-Oren Arnold



CLEVELAND - During his Cleveland stay, Danny Kaye practices a righthand-lefthand handshake with Hugh Owen, Paramount's Eastern Sales Manager. At left, acting as some kind of a referee, is Ed Prinsen, of Palace and State Theatee, Youngstown.



PHILADELPHIA - Danny Kaye, here in connection with Paramount's Summer Boxoffice Festival, talks over the film situation with Al Rubin, photo editor of the Philadelphia Daily News.

Cindi Wood, Internationally famous fashion and photographic model, has been signed by Hal Wallis to a long-term, multiple-picture contract, thus continuing the producer's policy of building up a roster of promising new picture talent.

CINCINNATI PARAMOUNTEERS

For a reason perfectly understandable in an editorial room, but incomprehensible to anyone anywhere else, these Cincinnati Variety Club pictures incorporating a number of Paramounteers got out of active circulation and have only just been retrieved. Since the people involved are now more active than ever (what with Paramount's Summer Boxoffice Festival), we are happy to present the pictures.

In the first one we show Cincinnati Branch Manager Don Hicks, and Mrs. Hicks. Then Office-Booking Manager Jim Brunetti and Mrs. Brunetti. In the third picture are - Head Shipper Charles Scully, June Gardner, Steno. (who is no longer with Paramount), Don Benning and Morris Hail, Bookers; and Madge Crabtree, Ledger Clerk. In the fourth picture are Ledger Clerk Faye Humphrey, Jane Holmes, General Clerk, and her husband, Richard Holmes. Next, Betty Ruth, Inspectress, and husband, Lou Ruth. And in the final picture, Head Inspectress Fannie Voss, and Inspectresses Laura McDermitt, Florence McCarthy and Cordelia Chatfield.

BRANCH NEWS From Page 6

had a wonderful time visiting a friend in San Jose. Others stayed in the City or went for drives in the country to get away from the fog.

We celebrated Ruby Silverman's 41st year at Paramount with coffee and cake. To know Ruby is to love her, and we all most certainly do. Both she and Mirry are going to spend their vacation, at a much later date, on the East Coast.

We are all glad to hear that Tom Hurley, son of Office Manager Jack Hurley, is doing so well after a chest operation, and on this happy note we'll sign off and see you again real soon.

--Esther Richter

KANSAS CITY We wish the best of luck to Don Foster who left the Kansas City Branch April 1 to assume his new duties as Salt Lake City Branch Manager.

Our Film Festival on THE FIVE PENNIES, LAST TRAIN FROM GUN HILL and DON'T GIVE UP THE SHIP was a huge success. All comments were excellent on these three outstanding pictures.

Irene Malone, Ledger Clerk, spent Memorial Day week-end in Gravois Mills getting her cabin in tip-top shape for the Summer. Mary Neff, Secretary, spent the week-end in Osage Beach swimming, sunning and boating.

Vacations are upon us once again with Esther Coldwell, Inspectress, spending part of their time at home and Bob Jackson, Head Shipper, fishing in the Ozarks.

--Mary Neff

NEW YORK Stanley Calman, booker, has left the fold to enter his own business. Best of wishes, Stanley!

Miss Dolores Napolitano, ledger clerk, is an addition to the Accounting Department. Happy to have you with us, Dolores.

The Booking and Sales Departments are determined to keep New York in first place in the G. O. Drive and are making a concentrated effort to secure play dates.

--Gene Newman

PITTSBURGH We are very proud at Paramount to hear that Ann Cohen, Mr. Jacobs' secretary, has a neice (Esther Cohen) who has been singularly honored by receiving a scholarship to the Hayim Greenberg Teachers Institute in Israel. The Jewish agency for Israel has awarded the scholarship which covers maintenance and tuition for a full year. Her transportation to and from Israel will be paid by the "Beth Shalom Congregation" of Pittsburgh. Miss Cohen has completed five years of study at "The College of Jewish Studies". When she returns from Israel she will enter the University of Pittsburgh.

We were saddened to hear of the death of Pete DeFazio's mother-in-law last week. Pete is one of our salesmen, and a good one too.

Howard Burrell, our handsome booker, moved to his new home last week and has been really busy getting everything in order. The way we hear it, Mrs. Burrell has been the busy one. Seems Howard is allergic to moving and landscaping and stuff like painting, etc!!!! That's all this week, more next week.

--Bea Hart

NEW ORLEANS It's been sometime since we've reported from this branch. It's not because there has been nothing happening in New Orleans -- it's because we've been a bunch

(Continued on Page 38)

Growing Star-Cast Power of "Jovanka"

Vera Miles, who recently completed a film in England, will join Gina Lollobrigida, Van Heflin and Steve Forrest as a star of Dino DeLaurentiis' "Jovanka," due to start filming this summer in Italy and in Austria or Jugoslavia. Paramount will release the drama about a group of Jugoslavian girls who become fierce forest guerillas during World War II. Martin Ritt will direct.



Miss Miles just completed a starring role with James Mason and George Sanders in "A Touch of Larceny," a romantic comedy produced in England by Ivan Foxwell Productions for release by Paramount. (Vera Miles ◊).



Marlon Brando drehte einen der besten Paramountfilme

* * * * *

Soviel wissen wir bereits: "Der Einäugige" ist ein ausgezeichneter Film. Ausgezeichnet in der Handlung, der Darstellung und auch der Kamera-Arbeit. Dieses Werk war bereits während der Produktion einigen Schwierigkeiten ausgesetzt und viel Kritisches wurde schon während der Dreharbeiten darüber geschrieben. Aber wie immer im Leben - Probieren geht über Studieren, und in diesem Fall ist es ein seltener und wahrer Genuss. Marlon Brando hat als Darsteller und Regisseur seine Auffassung vollkommen durchgesetzt und somit ein Filmdrama gestaltet, das eine zeitlose Spitzenleistung unserer Industrie darstellt. Der Filmtitel bezieht sich - was alle Kartenspieler wissen - auf die zwei Karten im Spiel, von denen bei den Buben nur je ein Auge sichtbar ist. Alle Welt weiss, was in diesem Auge steckt, aber nicht, was in dem unsichtbaren Auge verborgen liegt. Und gerade das ist die Sorte von abenteuerlichen Gestalten, die in diesem mitreissenden Werk auftreten, das nach seiner Aufführung ein neues Kapitel Filmgeschichte eröffnen dürfte.

"THE FIVE PENNIES" ist bereits in vielen Städten der USA und Canada angelaufen und die ersten Meldungen lassen erkennen, dass dieser Danny Kaye-Film ein überwältigender Erfolg ist. Bei den zahlreichen Aufführungen registrierte er überall in den Staaten einen beachtlichen Berg von spontanen und aufrichtigen Anerkennungen. Zu den Begeisterten gehören Theaterbesitzer, Kritiker, Schallplatten-Jockeys, Beamte der Regierung und ganz schlichte Kinogänger. In der Zwischenzeit befindet sich Danny Kaye in Australien auf einer Public-Relation-Tour, in Verbindung mit den dortigen Premieren seines Films. Danny hat bereits viele Erfolge errungen, aber keiner ist mit dem überragenden Triumph zu vergleichen, den er mit "THE FIVE PENNIES" erreichte.

Der Wechsel in der Paramount-Studioleitung hat Mr. Y. Frank Freeman zahlreiche Ehrungen für seine mehr als 2o jährige, selbstlose Arbeit gebracht, und der Entschluss unseres Präsidenten Barney Balaban, Mr. Jack Karp mit der Leitung zu beauftragen, hat allgemein Anerkennung gefunden. In den nächsten Monaten werden sich dadurch viele Veränderungen von grosser Tragweite ergeben, die sich alle zum Vorteil der zukünftigen Paramount-Produktion auswirken werden. Eine dieser Veränderungen ist bereits eingetreten, nämlich die Unterzeichnung eines mehrjährigen Vertrages mit Mel Shavelson und Jack Rose über die Produktion von insgesamt neun Filmen. Es sind die beiden Männer, die "Hausboot" und "THE FIVE PENNIES" drehten und sich zur Zeit in Italien aufhalten, um die Dreharbeiten für "Golf von Neapel" mit Clark Gable, Sophia Loren und Lilli Palmer vorzubereiten.

Wieder einmal haben wir Anlass, unsere Anerkennung für die ausgezeichnete Schaumannsarbeit auszusprechen, die in vielen Ländern geleistet wird. Unser Archiv quillt über von Material, von dem wir nur einen kleinen Teil veröffentlichen können. Aber es besteht kein Zweifel über das Ausmass der Initiative, des Fleißes und der Schaffensfreudigkeit in fast allen Ländern, wo Paramountfilme zur Unterhaltung und Freude des Publikums laufen. Die gesamte internationale Schaumannsarbeit hatte noch nie einen so hohen Stand wie gerade heute aufzuweisen. Und wir sind sehr stolz darauf, dass die besten Arbeiten auf diesem Gebiet für die Filme der Paramount geleistet werden. Nicht nur für gewisse Filme, sondern für Filme aller Gattungen und aller Klassen. Die alte Wahrheit bestätigt sich immer wieder: jeder Film enthält Möglichkeiten für wirkungsvolle Schaumannsarbeit, und es ist die Aufgabe des echten Werbefachmannes, diese zu erkennen und zum Besten auszuwerten.

We can really respect a man only if he doesn't always look out for himself.
Goethe



LILLI PALMER gives a really dazzling performance in Clark Gable's Perlberg-Seaton production, "But Not For Me." It is a cinch, too, that she will be just as dazzling with Gable again when she and Sophia Loren vie for Clark in "Bay of Naples," soon to go into production in the famous Italian city for which it is named.



NEW YORK - Noted band leader Larry Clinton (hat) and WMGM disc jockey Jerry Marshall announcing him at the Capitol Theatre premiere of "The Five Pennies."

It is almost impossible to remember how tragic a place the world is when one is playing golf.
-Robert Lynd

More News from the North American Branches

In political discussion heat is in inverse proportion to knowledge.
—J.G.C.Minchin



PARIS - Laurence Harvey arriving in Paris for the premiere of the phenomenally successful British picture, "Room At the Top."

Paramount is distributing the picture in France under the title of "Les Chemins de la Haute Ville."

Harvey has been signed as leading man for Audrey Hepburn in the Alfred Hitchcock production of "No Bail for the Judge," which will be made in 1960.



STEVE FORREST

When you see Sophia Loren's and Anthony Quinn's "Heller With A Gun" you'll understand our enthusiasm for Steve Forrest. We think that by the end of the year he will be one of the most-talked-about of all the screen's players.







LOS ANGELES

We have had important changes in the Los Angeles Branch. We have lost our old and valued friend, Al Taylor, who has gone to Chicago as Manager of the Middle Western Division.

Of course we could not let him go without a good send-off. Everyone in the Branch attended the farewell luncheon tendered Al by his many friends in Southern California. Additionally, we gave him a luncheon at which only Paramount personnel were present.

After the luncheon, we presented Al with several gifts. The first was a miniature pair of red-flannel drawers. However, as Al has written from Chicago, he can't use them as long as the temperature hovers in the humid mid-eighties (as Li'l Abner would say, "Ugh!").

We also gave Al a traveling case, which converts into a lap-desk -- a gift he should find very useful in his travels around the Middle Western Division to spark PARAMOUNT'S SUMMER BOXOFFICE FESTIVAL.

While we have lost an old friend, we have renewed another valued friendship -- Arnold Shartin has returned as our Branch Manager. He is tackling his work with that same brilliant capability and enthusiasm which led to his promotion last November from salesman to Manager at Salt Lake City. Arnold is continuing the tradition of excellent relations with every exhibitor in Southern California which was so firmly established by Al Taylor.

Meanwhile, SHANE opened June 17 in 40 theatres throughout Southern California, with a saturation McClendonn radio campaign to inform the public about this classic Western.

We are looking forward also to June 30, when a matinee teenpreem of THE FIVE PENNIES, with Tuesday Weld as hostess, will launch the film at the Fox Wilshire Theatre. Everyone who has seen it is calling it Danny Kaye's greatest. Bob Blair has planned a really unusual premiere, to be attended by all the teen-age stars. They will help release 1000 balloons, each of which will contain five shiny pennies. After the showing, the guests, accompanied by the greatest clown of all, Emmett Kelly, will attend an ice-cream party at Blum's Wilshire.

The following Saturday and Sunday, July 4 and 5, an airplane will fly over every Southern California beach, from Malibu to Redondo, with a streamer telling the 500,000 people on the sands below about THE FIVE PENNIES.

As we thus inaugurate PARAMOUNT'S SUMMER BOXOFFICE FESTIVAL, we know that Los Angeles will join the rest of the world in observing PARAMOUNT'S greatest season!

--Howard Woolfan

LOS ANGELES SAYS "ADIOS, AL!"

These three scenes are described below. The Paramounteers visible in the third snapshot are, from left: Jim Merry, booker; Betty DeBrown, branch manager's secretary; Al Taylor, former B.M.; Tessie Smith, head inspectress; John DeCosta, salesman; Max Factor, Sales Mgr.; (Max is doing the presenting in the earlier scenes); Nancy Andersen, inspectress; Kay Coleman, Division Manager's secretary; Ray Mackie, shipper; Bob McIntyre, booker; Lottie Traister, ledger clerk; Arnold Shartin, present Branch Manager; Alberta Bishop, switchboard operator; Joan Byars, biller; Irene Dutile, ledger clerk; Howard Woolfan, Cashier.

CHARLOTTE

Our boss, Lawrence Terrell, took the whole office force to lunch at the Oriental Restaurant. This thoughtful gesture was enjoyed by all and deeply appreciated.

Vacation time is here. Those who have already spent part of their vacations are: Jake Neil, Joyce Willis, Yates Pryor, Weber Howell, Sara Short, Ruth Brown and Stella Lavender.

Mildred Hoover's daughter, Margaret Edwards, was the winner of the $50 Lucky Six spo sored by the Charlotte Wompi Club, at the May luncheon meeting. The money came at the right time as Margaret and her husband Lindsay had just moved into a new home in Amity Gardens.

Our congratulations to Carol, daughter of Barney Slaughter, salesman, who graduated last week from Myers Park High School, and to her brother, Byron, who graduated from Sedgefield Junior High School. Byron was the winner of the "Top-Teen" award and also the Athletic Award. Our best wishes to Carol and Byron and to the proud parents, Barney and Virginia.

--Mildred Hoover

We in Charlotte have had the opportunity to see "DON'T GIVE UP THE SHIP", "LAST TRAIN FROM GUN HILL", THE FIVE PENNIES" and "TARZAN'S GREATEST ADVENTURE", all of which make us justly proud of our company. Better motion pictures have not been made. Pictures of this calibre are refreshing and stimulating and remind each of us of our responsibility in handling product of this quality.

We are presently concentrating our effort on "TARZAN" -- saturating the Charlotte territory. Response from our exhibitors has been excellent, and we feel the results will be great. TARZAN has been very popular in this territory, and this picture is certainly the best of them all.....We are looking forward to our finest summer season.

--Joe Cutrell

INTERNATIONAL PERSONALITIES IN THE PARAMOUNT SCENE



NEW YORK - Frederick E. Koehner, Comptroller of Paramount Pictures Corporation, who has been elected to membership in the Controllers Institute of America.



PARIS - The very distinctive and unmistakable Sophia Loren wore this outfit when she arrived here recently from Vienna. She will return later to the Austrian capital when filming is ready to begin on "Olympia," in which she will have with her in the cast, Maurice Chevalier, John Gavin, Angela Lansbury and many other film notables.



TORONTO, Canada - Danny Kaye is just as good a listener as he is a deliverer of rememberable lines. Here, at a buffet reception in the Empress Room of the Park Plaza, he gets an 'earful of news' from John Bassett, publisher of Toronto's Telegram. This was right after a screening of "The Five Pennies," with Paramount and Dot Records co-hosts to a record gathering of press, radio, TV, the Government and members of the music world.



HOLLYWOOD - Yvonne De Carlo speaking and paying her tribute to the greatness of Cecil B. DeMille at the California Federation of Women's Clubs convention here on June 1st.



LOS ANGELES-Edith Glasstre, assistant to the location manager of Paramount's Studio, pictured just before boarding an SAS transpolar flight at Los Angeles International Airport. Miss Glasstre has been of great assistance to a great many Paramounteers on their flights to all parts of the world. Now she is off to enjoy a European holiday of her own.



BUENOS AIRES - Three important Paramounteers glimpsed in the lobby of the Metropolitan Theatre as "The Ten Commandments" was given its brilliant Argentine premiere. From left: Latin American Division Manager Henry B. Gordon; General Sales Manager Pedro Peiroten; Managing Director Hugo Stramer.

PARIS - The novelist Andre Maurois, a member of the Academie Francaise, and Mme Maurois entering the Lord Byron Theatre to attend a preview of the outstanding British film, "Room At the Top." This picture is being distributed by Paramount in France under the title of "Les Chemins de la Haute Ville."





RIO DE JANEIRO - The 25th annual Quigley Grand Awards for showmanship have given to Oswaldo Leite Rocha(above) a special honorable mention for his campaign on "Funny Face." The Motion Picture Herald, in reporting the 1958 international contest, stated -- "Foreign showmen submitted campaigns of such excellence that the judges voted two honorable mentions." Mr. Rocha won one of these.



PARIS - Sophia Loren and Maurice Chevalier at the airport awaiting the plane to take them to Vienna for the start of the filming of the Ponti-Girosi production of Molnar's "Olympia."

HOLLYWOOD - Michael Jackson meets Jerry Lewis on the set of "Visit To A Small Planet." In addition to being a disc jockey for WHYN-TV in Springfield, Mass., Michael has a human interest program in Johannesburg, South Africa (on radio; no TV in South Africa), and is occasionally heard on the BBC, London.



NEPAL NEWS IS INTEREST BUILDER FOR "THE MOUNTAIN IS YOUNG"

Steadily, week by week, interest mounts in Paramount's upcoming production of the Han Suyin novel, "The Mountain Is Young." The time is almost at hand when Paramount will announce the cast for this picture which is destined to be one of the triumphal creations of 1960.



Nepal's Magic

Everything about the Kingdom of Nepal is sheer magic - just as everything about "The Mountain Is Young" is likewise destined to be magical. Here is a view of some Nepalese passing by the Sacred Thunderbolt, the significance of which is so important that you will find it to be part of a dramatic climax in the forthcoming mighty Paramount picture.



A spirit of true happiness pervades this trade-paper advertisement carrying the glowing news of the success of "The Five Pennies" into all quarters of the motion picture industry. It seems as though everything about this very fine film has an atmosphere of happiness to it.



Inside Fashion

Nepal Next Fashion Center?

By Eugenia Sheppard
Women's Feature Editor

It's already a bit tame just to settle for a winter in the south. On to India, no less. . . . **Peggy Bancroft**, for one, will soon be wearing saris to Manhattan balls. Her famous dinner menus will be spiked with red hot Indian curries. Pretty, blonde **Peggy** really found her **Shangri-la** in India where she and her husband's cousin, **Ruth Pratt**, went to spend a month and ended by staying there. Her Shangri-la was specifically Nepal, in the Himalayas, which she describes as "the dream place of the world — everybody should go." Peggy pictures Nepal as clean, friendly, full of gay local parties and with a wonderful hotel. Its orchestra played cha-cha tunes at breakfast time—but no 7 a. m. for Peggy. The proprietor, **Boris**, is due here soon to be her guest. . . . In Nepal she took elephant rides wearing blue jeans or silk Pucci pants from her two suitcases—all the luggage she traveled with. She bought dozens of silk saris, most of them pink, white or blue, heavily encrusted with gold. Paris designers **Desses** and **Castillo** are now turning them into evening clothes—mostly long sheaths, but a few short, full dance dresses. Peggy also bought the jewels to go with them—dangling sapphire earrings and a bracelet. ("I declared everything, so I don't mind telling.") Among the Indian bibelots—the most fascinating she has ever seen—some jeweled cloisonne birds for her apartment. . . . Get ready for an American invasion, Nepal. Follow-the-leader is a fun game and Peggy, herself, plans to go back as soon as she can persuade her husband to make the trip, too.


Sheppard

• • •

Navy blue has been finally [illegible] as the worthwhile spring [illegible] and avocado green is [illegible] ing avocado at [illegible] Fund luncheon [illegible] terday were **Geraldine Coppet** and **Anne** [illegible] wreathed with lon[illegible] sturtiums. Just at one single [illegible] was a fortune in understated necklaces. . . . **Mrs. Percy Ebbott**, who likes blue, was wearing sapphires and **Mrs. Charles Stevenson** a double strand of emeralds with her fox stole. . . . **Mrs. Alfred Wallenstein's** draped satin hat just matched her iridescent white nail polish. . . . **Countess McCormack** wore a big, black rough straw hat with her red and black print. Bright notes on the dais: **Artur Rubinstein's** red vest and **Mrs. Vivienne Beaumont-Allen's** bright blue suit and little breton hat.

• • •

The Leather Industries are planning to show at least 500 pairs of shoes at the Moscow Fair this summer. Everybody from Evins and Delman down to budget price will be represented for an over-all picture.

• • •

Italian designers **Simonetta** and **Fabiani** will arrive here Tuesday. Along with **Carosa (Princess Carraciola)**, **Signorin**: and the popular **Angelo** of Brioni, they are now on the west coast as part of I. Magnin's Italian Festival. **Pierre Balmain** is due here this week end on perfume business.

• • •

Mainbocher, famous for slim evening clothes, really changed his type for the magnificent ballgown he designed for **Mrs. Charles Engelhard** to wear to the Heart Ball the other night. Bare top, big skirted and made of hydrangea printed taffeta, it was the fashion high point of an evening that brought out lots of seen-before evening clothes. Two pretty women who proved there's nothing like pale pink chiffon for flattery were **Susan Fonda** and **Jane Powell**, much more pictorial in real life than on TV. Chairman **Jane Pickens Langley** scurried here and there in a short dress of pale pink taffeta (**Oldric Royce's**).

• • •

At the American Institute of [illegible]ators Crystal Ball, Chicago [illegible]abel Schamberg and New [illegible]oop brought down th[illegible]re-senting "S[illegible]." Ruth[illegible]

NEW YORK Herald Tribune MAY 1, 1959

[illegible]'s [illegible]mpress Josephine. [illegible] posed as du Barry. [illegible]'s corsage—you've guessed [illegible] a cabbage rose.

• • •

The wickedest looking woman since Queen Nefertiti is **Naima**, the Egyptian belly dancer who performed last night at **Ed and Maria Stones'** party for the **John Fisteres**. Since Fistere has just resigned as associate publisher of "Architectural Forum" and plans to live in Lebanon from now on, even the Stones' hors d'oeuvres were Egyptian.

This feature story in the New York Herald-Tribune is an index to the widespread interest in Nepal, the fascinating and iridescent background to "The Mountain Is Young." Soon it will be virtually impossible to find a printed publication that is not aglow with news and pictures of Nepal - the locale of "The Mountain Is Young."



Sullivan photo

THIS

RODUCED

HESE

THE NEW YORK DAILY NEWS gave the picture its top accolade of four (****) stars, and began its review with "Warm, wonderful and a winner." THE NEW YORK TIMES called it "...highly entertaining..." THE JOURNAL-AMERICAN describes it as "....one of the most entertaining films seen in quite some time.....it has Danny Kaye at his best. And that, whether he's singing or clowning or doing a dramatic scene, is really something to see and hear...Barbara Bel Geddes is a delight....." THE NEW YORK POST led off with: "'Five Pennies', at the boxoffice, should multiply its title many, many million-fold. Danny Kaye's new excursion into song and music is bound to be a solid hit. You can't ask for a warmer, merrier picture.....You'll have a wonderful time at 'Five Pennies'." .....There you have the spirit of New York City's reviews.....But greatest of all the reviews is the one being written by the lines at the Capitol Theatre's box-office. The lines that reviewers write are one kind: but experience has proved that the most practical and effective of all lines that any picture can inspire, are those lines that move steadily to the box-office - and "The Five Pennies" is writing them at the Capitol.

NATIONAL ACCLAIM FOR 3 SUMMER FESTIVAL FILMS



HOLLYWOOD - Michael Jackson, disc jockey from WHYN-TV in Springfield, Mass., wanders into the place known as 'Dogpatch' on the set of "Li'l Abner" in the Paramount studio, and is immediately surrounded by the kind of gals to be found in 'Dogpatch.' The gals are Carmen Clifford, Becky Vorno and Pat Tribble.

Product News....

Cast of "Jovanka," Dino De Laurentiis production for Paramount,now includes Gina Lollobrigida, Van Heflin, Steve Forrest, Vera Miles, Harry Guardino and Richard Basehart.....Marlon Brando has completed the shooting of "One-Eyed Jacks".....Al Capp has arrived in Hollywood to watch his "Li'l Abner" come alive on the screen as a Paramount picture.. Shirley MacLaine will star in a picture,as yet untitled,to be written by Norman Krasna and produced by Steve Parker in Japan. It will be a joint venture by Paramount and Sachiko Productions, a Japanese company. It will start in September, 1960....John Williams, ace British player, has been added to the cast of the Hal Wallis-Jerry Lewis comedy, "Visit to a Small Planet".....Henry and Phoebe Ephron,topflight producer-writer team, have been signed by Paramount Studio to a long term contract.....John Gavin has left Hollywood to join Sophia Loren, Maurice Cheavlier,Angela Lansbury and others in the Ponti-Girosi production of "Olympia"...Martin Jurow and Richard Shepherd will commence production of "The Fabulous Showman" early in 1960.

CONTINUED FROM PAGE 5

out exception, the exhibitor response to our Festival screenings was one of unparalleled enthusiasm. I, too, agree with them."......Salesman Ernest Lund of Minneapolis proclaimed "..superb entertainment in all three productions. Many thanks for the privilege of attending the screenings."....Matt Donohue of Chicago indicated that his letter was "....a note expressing the tremendous enthusiasm I feel after witnessing what I consider unquestionably the year's three most important and outstanding properties."....Howard A. Ross, one of the Golden Gate City's



DETROIT - They liked "The Five Pennies" and told its star that their patrons are going to love every foot of it. Comprising this group, photographed at the conclusion of the film's Detroit screening, are, from left: Gil Green, operations head, Woodrow Praught, president,of United Detroit Theatres; Danny Kaye; Mr. and Mrs. Henry Copogna, of the Butterfield Circuit; and Bob Byerle, of United Detroit Theatres.

ace salesman, expressed San Francisco's satisfaction when he wrote: "...I am sure that the Festival screening made us all proud to be identified with the Company that is making these 3 outstanding releases available at a time when they will most advantageously benefit our customers....."

Salt Lake City Salesman A.L.Campbell wrote: "....It is a great pleasure and honor for me to be able to offer my accounts pictures of this calibre....." ....Jim Ricketts, Denver Branch Manager, concluded a wonderful product appraisal with these comments: "...These were the finest meetings Neal (East) has had with us. We were



CHICAGO - Group at Vice President George Weltner's dinner party at Fritzel's as climax to Paramount's Summer Boxoffice Festival meeting. From left: William Holden and Harry Lustgarten (Balaban and Katz executives); Sidney G. Deneau, Western Sales Manager; Harry Balaban and Richard Balaban.

all impressed with the message, as well as our pictures. With the complete spirit of cooperation, and product such as we have seen, we should be heading into one of our greatest periods".....D.P.Callahan, of Rowley United Theatres, Dallas, Texas, wrote: "...I enjoyed talking with Danny Kaye prior to the screening of 'The Five Pennies.' The newspaper people were particularly impressed with Danny Kaye's appearance and I think the resulting publicity from these personal appearances in well worth while at the box office".....Ace Salesman John Kent in Seattle wrote: "...We and our customers are looking forward with great enthusiasm to the release of these wonderful pictures in the very important summer season that is before us. Paramount is once again 'The Paramount Company'."... Some highlights from the report of Ward Pennington, Sales Rep. in Milwaukee:."After the worst winter in recorded history in this area, we really came into the sunshine this week. Our exhibitor response to the screenings of the 3 great pictures was wonderful, and we had fine coverage from newspapers and TV-radio stations. Paramount did themselves proud on these screenings. The whole town is talking!".....Salesman Joe Rosen in Minneapolis wrote, in part: "There was a great deal of applause at the end of 'The Five Pennies,' and this is an unusual and happy reaction that I haven't seen in recent years at

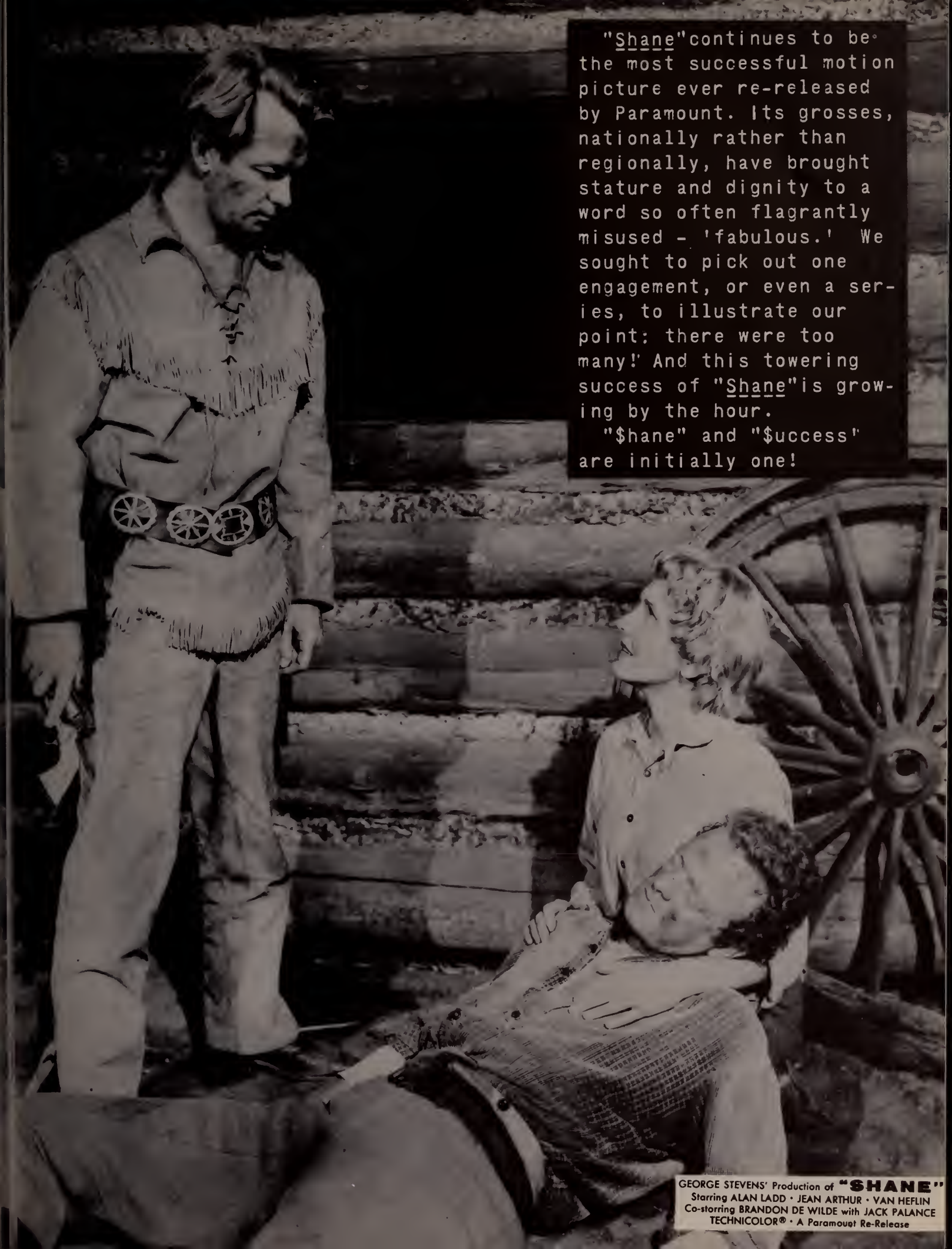


CHICAGO - At the Exhibitors' Luncheon in the Blackstone Hotel in connection with Paramount's Summer Boxoffice Festival. In group, facing camera: Sol Horowitz, Allied Theatres of Illinois; Richard Rosenfield, M&R Theatres; Si Greiver, Booking and Buying Circuit; Marty Rosenfield, M&R Theatres; Aaron Shlessman, Stanley Warner Mgt.; Herb Cohen, Paramount;Jack Clark, Tiffin Theatre; Karl Heyl, Coston Enterprises; Jack Rose, Indiana-Illinois Theatres; Harry Christos, G.Nikolopulos Circuit; Jerry Winsberg, Balaban & Katz; Danny Kaye; Mike Stern, J.Stern Circuit; Sidney G.Deneau, Paramount Western Sales Manager. Back to camera: Jerry Harpman, Mode Theatre, Joliet; George Weltner, Paramount World-wide Sales Manager.

theatre screenings. All in all, it is a great show, and I am looking forward to happily selling and booking it to my clients."

Salesman J.R.French of Seattle wrote of the three pictures: "...They are superb family entertainment - comedy, music, drama, action, all at their best....It is with a great deal of pleasure that I write you this letter"..... Veteran Paramount Sales Representative John Vos of Denver concluded a grand letter on thisnote: "....I feel my sales and performance from now on will more than bear out the above statement."

ALL OF THESE LETTERS ARE BUT A FRACTION OF THE COMMUNICATIONS WHICH POURED IN ON MR. WELTNER'S DESK. BUT THEY ARE A FINE AND REPRESENTATIVE CROSS-SECTION. OUR ONLY REGRET IS THAT WE COULD NOT PUBLISH EVERYTHING.



"Shane" continues to be the most successful motion picture ever re-released by Paramount. Its grosses, nationally rather than regionally, have brought stature and dignity to a word so often flagrantly misused - 'fabulous.' We sought to pick out one engagement, or even a series, to illustrate our point: there were too many! And this towering success of "Shane" is growing by the hour.

"$hane" and "$uccess" are initially one!

GEORGE STEVENS' Production of **"SHANE"**
Starring ALAN LADD · JEAN ARTHUR · VAN HEFLIN
Co-starring BRANDON DE WILDE with JACK PALANCE
TECHNICOLOR® · A Paramount Re-Release

A great many people think they are thinking when they are merely rearranging their prejudices.

William James



HOLLYWOOD - Earl Holliman, Hal Wallis Contract player, finds Gonzalo de Palacio's copy of the eminent publication "Vanidades" very much to his liking - on the set of "Visit To A Small Planet." Mr. Holliman is in the Jerry Lewis picture, and Mr. de Palacio represents "Vanidades" amongst a host of other Spanish-language publications.



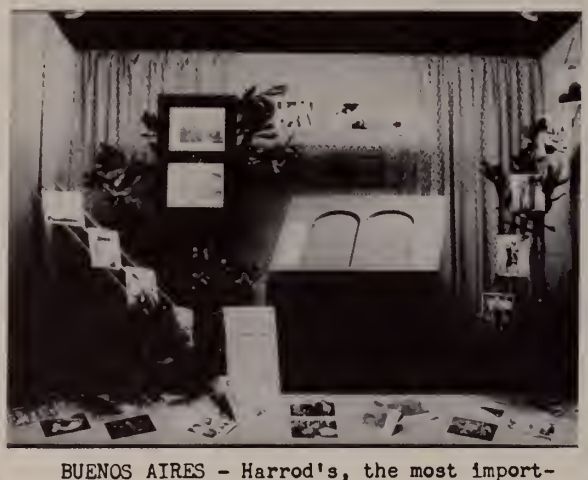
HOLLYWOOD - Here Jerry Lewis himself looks over "Vanidades," catches one of the Spanish jokes, and shares it with Gonzalo de Palacio. Like Hal Wallis, producer of "Visit To A Small Planet," Jerry keeps very much in touch with what is going on throughout the world of films.



HOLLYWOOD - Here, the Hollywood correspondent of "Vanidades" and a host of other Spanish-language publications, chats with his good friend, Katy Jurado, on the set of "One-Eyed Jacks," Pennebaker production, now being edited after completion of filming at Paramount.

MARLON BRANDO, INTERPRETE Y DIRECTOR DE SOBRESALIENTE PELICULA PARAMOUNT

De momento sabemos que "One-Eyed Jacks" es una magnífica película. Magnífica por su argumento, por su ectuación y por su nitidez fotográfica. Se trata de una película que ha tenido que superar numerosas y duras pruebas y sobre la cual tanto se escribió, a veces en tono sumamente crítico, durante su producción. Pero, como en todo, la prueba está en el resultado final, y en este caso podemos decir que el resultado es una realización de excepcional valor. Marlon Brando, en su doble papel de protagonista y de director de la película, se mostró, en todo momento, doblemente fiel a su convicción artística, logrando proporcionar a la Cinematografía un drama fílmico que promete constituir uno de los más grandes hitos en le historia da la industria. El título de la película, en inglés, "One-Eyed Jacks", hace referencia al 'jack' o 'sota' de la baraja, en la que esta figure aparece de perfil, mostrando



BUENOS AIRES - Harrod's, the most important department store in this city, gave to "The Ten Commandments" one of the most beautiful and reverent windows seen anywhere. One simple but all-important card announced that the Cecil B. DeMille production was being presented at the Metropolitan Theatre.

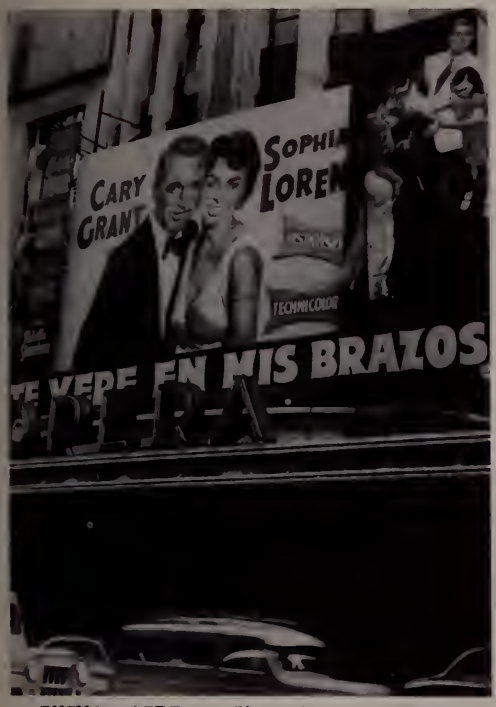
un solo ojo. El mundo conoce la mirada de equel ojo, pero ignora las intenciones que anidan en el otro. Este detalle caracteriza, a grandes rasgos, a los personajes que aparecen en esta dinámica película, destinada a escribir un nuevo capítulo de triunfos artísticos y taquilleros tan pronto sea dada al público. . . " Las cinco monedas" ("The Five Pennies") ha sido ya estrenada en Estados Unidos y el Canadá, y el entrar este número en máquinas, llegan ya e nuestra oficina las primeras noticias de sus triunfos iniciales que son augurio de grandes éxitos para esta película de Danny Kaye. En las numerosas exhibiciones de "Las cinco monedas" en todas partes de los Estados Unidos, durante el mes pasado, la película recibió un verdadero alud de encomios. Entre los que dieron el espaldarazo inicial a esta gran película figuran los exhibidores, la crítica gremial, los 'disc jockeys' de las estacionas de radio, oficiales del gobierno y, naturalmente, el público cineasta. Mientras tanto, Danny Kaye se halla en Australie en una extensa jira de presentaciones personales, y durante su estancie en aquel continente se estrenará su película



BUENOS AIRES - In advance of the premiere of "The Ten Commandments" at the Metropolitan Theatre there was a special morning screening of the Cecil B. DeMille master-work for the leaders of all of the city's religious faiths. Here, Bishop Mgr. Guillermo Bolatti is shown in conversation with Miss Elida González, Paramount's director of public relations.

"Las cinco monedes". En el pasado, Danny ha cosechado numerosos triunfos, pero ninguno tan grande y prometedor como el alcanzado con "Las cinco monedes". . . En ocasión del cambio habido en la dirección del estudio Paramount, Mr. Y. Frank Freeman fué objeto de cálidos tributos de encomio por sus valiosos servicios durante más de veinte años, a la vez que se manifestó una general aprobación por la decisión de Mr. Belaban de conferir la administración del estudio a Mr. Jack Harp. Durante los meses venideros ocurrirán cambios de gran importancia en el estudio relativos a un ritmo más acelerado en la producción de películas y a la calidad de las mismas, lo cual habrá de redundar en beneficio del futuro de nuestra compañía. Por ejemplo, se ha firmado ya un contrato con Mel Shavelson y Jack Rose para la producción de un máximo de nueve películas durante los años venideros. Estos cinematografistas, realizadores de "Las cinco monedas," se hellan actualmente en Itelie, preparando la producción de la película "Bay of Naples" (literalmente "Bahía de Nápoles"), con Clark Gable, Sophie Loren y Lilli Palmer. . . Una vez más tenemos la satisfacción de expresar nuestra admiración por el extraordinerio calibre del "showmanship" Paremount en varies partes del globo. Nuestra oficina se hella repleta de pruebas fehacientes de este "showmanship", de manera que en este número de nuestro boletín podemos dar cabide solamente a une pequeña parte del material recibido. Quede plenamente demostreda, sin embargo, la gran iniciative, empresa a imaginación de los paramountistas en cesi todos los países del mundo donde se exhiben películas Paramount. El "showmanship" internacionel nunca habíe alcanzado las proporciones, ni el celibre, del de hoy díe, y observamos con orgullo que las mejores campañas de publicidad son lss dedicadas al producto Paramount. Y no solamente e elgunas de nuestras mejores películas, sino que e todas elles, sea cual fuere su género o clasificación. Toda película ofrece facetas particularmente epropiadas para el "showmanship" y el "showman" sagaz sabe reconocer y explotar estas buenas cualidades, incrementando el valor de la película en beneficio propio.

LATIN AMERICAN SCENE AGLOW WITH SHOWMANSHIP



BUENOS AIRES - This is the front of the celebrated Opera, and in connection with this premiere of Paramount's "Houseboat," Managing Director Hugo Stramer reports that this was one of the happiest and most outstanding bookings ever obtained. Major reason for this was the fact that the Opera was one of seven (7) first-run cinemas to play the picture day and date, commencing on May 21st. The seven theatres between them have a combined total capacity of 10,317 seats, which Mr. Stramer called "a guarantee of an outstanding week's business.

BELOW

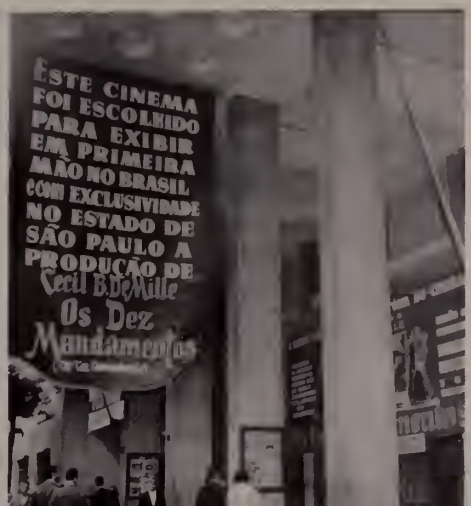
HOLLYWOOD - Mr. and Mrs. Miguel Lassalvia (left) and his brother and sister-in-law meet Dean Martin on the set of the Hal Wallis production, "Career." Mr. Lassalvia is one of Chile's most eminent exhibitors, and following the studio visit, departed for New York and an extended visit to Europe.





LIMA - Alfred Hitchcock's "Vertigo," when released in the Tacna Theatre here, was announced by both its English and Spanish titles. It was also given a special advance premiere at midnight one evening several weeks in advance of regular release, and the interest thereby generated paid off handsomely, according to Paramount Manager Lennart Bjorck. He added that the picture was regarded as "one of the best Hitchcock pictures in a long time."

The picture was released day-and-date at the El Pacifico Theatre also, and under both titles.



SÃO PAULO - For more than a month in advance of the opening of the mighty DeMille production, the celebrated Ipiranga Theatre has displayed this giant banner, reading: THIS THEATRE HAS BEEN SELECTED TO EXHIBIT EXCLUSIVELY AND FOR THE FIRST TIME IN THE STATE OF SÃO PAULO, CECIL B. DeMILLE'S PRODUCTION, "THE TEN COMMANDMENTS. Virtually every inhabitant of São Paulo has seen the banner not once, but many times.



BUENOS AIRES - Our cover picture of the Metropolitan Theatre's superlative display for "The Ten Commandments" is even more striking when seen by night through a camera's lens. This display has been the sensation of Buenos Aires ever since its erection under the personal direction of Clemente Lococo, Jr.



Cover of Brazil's very effective manual of news issued in connection with the All-Time-Greatest Films.

マーロン・ブランドの新作「片目のジャック」ーパ社の最高作

「片目のジャック」は素晴しい映画である。ストーリー、演技陣及びカメラの各方面からみてこの映画は実に素晴しい。製作に当つて色々な困難に打突つた映画であり、この映画の撮影中に極めて批判的な言葉も述べられたことは事実である。然し何事に於てもそうである通り、物の真価は使つてみないと分らない。この作品は完成して初めて豊かな味いを持つた稀にみる御馳走であることが分つたのである。スター並びに監督としてマーロン・ブランドは終始信念に徹し、映画界最高峰の一つとして永遠に残る映画ドラマを作つた。この映画の題名は、トランプをやる人なら誰でも知つている通り、一組のトランプカードの中の二枚のカード、即ち片目だけが見えるジャックのカードを指している。現れている方の眼が何を見ているかは誰にでも分るが、隠れている方の眼が何を意味しているかは誰にも分らない。これがこのダイナミックな映画の中に見られる色鮮やかな人物なのである。公開された暁、「片目のジャック」は映画界に新しい一頁を開くことであろう。

ーザ・ファイブ・ペニーズ」好調の中に公開

ダニー・ケイ主演の「ザ・ファイブ・ペニーズ」は本誌が発行される時分既にアメリカ及びカナダの主要都市で公開されている予定であるが、本誌が印刷にかゝる頃この映画のヒット疑いなしということがはつきり示されている。先月全米各地で行われた何回かの試写の結果、この映画に対する心からの賞讃が山と寄せられた。即ち劇場関係者は勿論、批評家、ディスク・ジョッキー、官吏、一般映画ファン等すべての人々が口を揃えての賞讃である。

一方当のダニー・ケイは豪洲での公開を機会に舞台挨拶のため目下同地を訪問中である。ダニー・ケイはこれまで多くの輝しい勝利の記録を樹てているが「ザ・ファイブ・ペニーズ」で獲得した素晴しい勝利はこれまでのあらゆる記録を遙かに凌迦するものである。

パ社撮影所長更迭

パラマウント撮影所長が更迭、過去二十数年に亘つて献身的な努力を惜しまなかつたY・フランク・フリーマン氏に対して絶大な敬意を表すると共にバラバン社長が新しい所長として選んだジャック・カーブ氏に対して各方面から満腔の信頼が寄せられている。この人事によつて今後数ヶ月の間に多くの重要な動きが予想され、今後のパ社作品に多大の好影響がもたらされるものと思われる。既に現実化した動きの一つにメル・シエイビルソンとジャック・ローズとの新しい契約で、これによつて今後数年間に最高九本の映画が製作されることになつた。この二人は「ザ・ファイブ・ペニーズ」の製作者で、目下イタリーにあつてクラーク・ゲーブル、ソフィア・ローレン、リリ・パーマー主演の「ナポリ湾」の撮影準備中である。

パラマウントショウマンシップは最高

此処でもう一度世界各地で示されている優れたショウマンシップに無限の讃辞を贈り度い。本誌編集部には海外各地のショウマンシップを紹介する資料が山と積まれ、その中の極く僅少な部分が本誌に採録出来るに過ぎない有様である。パラマウント映画が上映されるすべての国で独創的且つ豊かな想像力を織込んだショウマンシップが昂揚され、国際ショウマンシップが現在のように高度な水準に到達したことは未だ嘗つてなかつた所である。我々が最も誇りとする所はこのようなショウマンシップの中で最高のものがパラマウント作品に向けられていることである。而もそれは或る種の限られた作品に対してではなくあらゆる型、あらゆる種類の作品に対してこの輝しいショウマンシップが示されていることである。これはとりも直さず、あらゆる映画にショウマンシップの見せ場があることを示すものであり、この事実を認識してそれを有効に利用するのが賢明なショウマンなのである。

× × × × × ×

TOKYO - Late last April, Benjamin Fincke, of the Head Office legal staff in New York, was here when Count Johannes Lerchenfeld, Commercial Attache of the German Embassy here hosted a dinner at the Korin Mansions honoring UFA Export Manager Dr. Roland Caemmerer. Mr. Ficke was present at the dinner and met a number of most interesting persons.

Above, from left: Kyugo Ishiguro, NCC auditor; Nobuo Metori, Paramount's general manager in Japan; Count Lerchenfeld; Benjamin Fincke; S. A. Henriksen, Paramount's Far East supervisor.

PARAMOUNT POPULARITY IN JAPAN

The eminent show business weekly publication, "Amusement Guide," conducts a week-by-week poll among its readers in order to select the "most popular movie companies." The poll will reach its climax in August.

The standing as of June 11th issue had the Japanese film company, Toei, in the lead with 1,797 votes. Paramount was second, with 1,375 votes. Then three more Japanese companies, and the next American company was 20th-Fox, with 587 votes.

We await with interest the poll verdict in August, and will surely report same.



HOLLYWOOD - Kenichi Suzaki (centre) accompanied by Messrs. Takarada (left) of the Shochiku Company, Yamamoto(right, friend of Mr. Takarada) and Nichimura (white suit) meet "Daisy Mae" (Leslie Parrish) and "Li'l Abner" (Peter Palmer) on the set of LI'L ABNER. Mr. Suzaki heads the Department of Education, Government of Japan. Mr. Nichimura interprets for the U.S.Department of State.

PARAMOUNT EVENTS IN THE FAR EAST



HOLLYWOOD - The set of Hal Wallis' "Visit To A Small Planet," starring Jerry Lewis, is a very popular one these days. Here a group of high-ranking Chinese officers from Taiwan visit it as Jerry's guests, with the visit having been made at the request of Chinese Consul General, Mong-ping Lee, of Los Angeles. In the picture above, showing Jerry Lewis, the officers in the front row are, left to right: Maj. Gen. Chu Wu-Yu; Maj. Gen. Li Hsiang-Chen; Maj. Gen. Chia Wei-Lu; Maj. Gen. Yuan Kuo-Cheng and Maj. Gen. Chang Ya-Shan. Those in the rear are interpreters with the rank either of Col. or Lt. Col. but their names were not given.

RIGHT



NEW YORK - Among the international notables attending the premiere of "The Five Pennies" at the Capitol Theatre on June 17th. were Philippines Ambassador to the United Nations Francisco A. Delgado and Mrs. Delgado.



DJAKARTA - General Manager Cornelius Vlug certainly gave Elvis Presley's "King Creole" a resounding Indonesian launching. Four first-run theatres, no less -- the Astoria, Cinema, Happy and Grand. That's the Astoria up above, and the long queue lines were standard performance at all four theatres. So strong was the showmanship appeal via music stores, broadcasts, etc., that Mr. Vlug reports that many teenagers saw the picture not once, but five and six times. Manager of the Astoria was even more emphatic, delivering the statement that he counted many boys and girls seeing the picture ten times, and even more.

(Powerful audiences indeed for the new Elvis Presley films Hal Wallis is set to make just as soon as Elvis has completed his U.S.Army hitch).



KUALA LUMPUR - Front of the Cathay Organisation's Odeon Theatre here with a 70-foot-wide banner for "War and Peace" on the occasion of the mighty film's return engagement here at (as the sign says) 'Normal Prices.' On both occasions the Paramount-DeLaurentiis production enjoyed a triumphant reception.

The Annual Meeting of the Cinematograph Exhibitors' Association of Malaya was held in Singapore early this month.

Among those elected as Council Members were Mr. Loke Wan Tho and Mr. J.A.M.Ede, both of the Cathay Organisation of Singapore and Malaya.

Mr. Lim Keng Hor, of the Cathay Organisation of Singapore and Malaya, was elected Hon.Secretary.

RIGHT

KOWLOON - Eminent exhibitor Eric Hotung, chairman of the Hongkong and Kowloon Theatres Association, and whose outstanding cinema enterprise is demonstrated via the Princess Theatre, is shown here at the time of his inauguration into the chairmanship. At his left is the Honourable J. C. McDougall, Secretary for Chinese Affairs. At far left, Mr. Vee-ing Shaw.

In connection with the 4-theatre engagement of "King Creole" reported at left, the takings were 42.3% higher than "Loving You," 30.9% higher than "Sad Sack," 25.8% higher than "Gunfight At the O.K.Corral," 49.4% higher than "Love Me Tender" and 46.3% higher than "Jailhouse Rock."



MANILA - As is traditional with all Paramount pictures in the Philippines, the showmanship campaign on "The Buccaneer" has been an all-out effort. Here's the standee for the picture, and beside it is Paramount's Philippine National Soap Box Derby entry. At the control is Enrico T. Velasquez, 13-year old son of Paramount Manager A.S.Velasquez, and a first-year student of Letran College, Manila. Enrico's speed-wagon carried a sign for "The Buccaneer" on each side, a large Paramount Trade Mark on top of the hood, and a large "Coming Soon" on the right hand side. The Philippines elimination trials were held early this month, so that the "Buccaneer" news was seen by tens of thousands.



"Royal Command Performance" for a Crown Prince



STOCKHOLM - At the special screening of the Alan Ladd "bang-bang flicker," "Whispering Smith," Paramount General Manager Paul Flodin is shown presenting a box of chocolates to Crown Prince Carl Gustaf. In the b.g. the Prince's mother and sister, Princess Sibylla and Princess Margareta.



STOCKHOLM - The arrival of the 13th birthday anniversary of HRH Crown Prince Carl Gustav brought an unusual honour to Paramount. The Prince had expressed the wish that he be allowed to invite his classmates to a real "bang-bang flicker." So the Royal Court turned to Paramount, and Paramount responded with a screening of Alan Ladd's "Whispering Smith." Our picture shows the distinguished audience immediately prior to the start of the film. The Crown Prince is second from right, in a white shirt.



COPENHAGEN - When the Martin & Lewis comedy, "Pardners" was presented at the Colosseum recently, the management attired the ushers and other members of the staff in Western costumes, in the true spirit of the comedy.



STOCKHOLM - While the Crown Prince got a box of chocolates from Paramount (see at left), Princess Sibylla and Princess Margareta received flowers from Paramount's Paul Flodin.

(The screening was a strictly private event, and Paramount World has been highly honored in being the only publication to publish these pictures.)



COPENHAGEN - Showing of Alfred Hitchcock's "The Trouble With Harry" has only just been effected in this city. Because of the importance of Hitchcock, as well as that of Shirley MacLaine, the top shopkeepers of the city were even more cooperative with their window space. Here are two of the windows of the Marie Antoinette Perfume Store on Valkendorfsgade.



COPENHAGEN - The front of the World Cinema was given this showmanship treatment for the presentation of "The Rainmaker," a picture that particularly appealed to the Danish filmgoers. (More of the World's showmanship is illustrated on Page 33).

MARLON BRANDO HAR GJORT EN AV ALLA TIDERS STÖRSTA PARAMOUNTFILMER

Så mycket vet vi redan - "One-Eyed Jacks" är en storartad film, storartad vad beträffar såväl manuskript, skådespelare som fotografering. Det är en film som gått igenom den så kallade ekluten med motigheter av skilda slag under inspelningen, mot vilken kritiska röster höjdes. Men här som alltid får man se till resultatet. Marlon Brando, i egenskap av både huvudrollsinnehavare och regissör, har hela tiden hållit en klar linje och resultatet är ett filmdrama som för all framtid kommer att utgöra en av filmproduktionens toppar. Filmtiteln syftar på (vilket alla kortspelare måste veta) de två kort i leken där knekten framträder med endast ett öga synligt. Världen vet vad som finns i det ögat, men den har ingen vetskap om vad som ligger i det dolda ögat. Det är personer av sådant slag man finner i "One-Eyed Jacks" som, därom är vi övertygade, kommer att skriva ett nytt kapitel i filmens historia när den så småningen kommer upp på biodukarna världen runt.

När ni läser detta, har "The Five Pennies" hunnit släppas ut på en hel del håll i Förenta staterna och Canada och, som väntat, blivit en publiksuccé av stora mått. Ovedersägliga bevis på den saken förelåg redan vid premiärläggningen. Var än den hittills visats har den blivit föremål för uppriktig uppskattning från alla kategorier, från biografägare, kritiker, disc jockeys, regeringsmedlemmar och naturligtvis från den sedvanliga filmpublikens sida. Under tiden befinner sig Danny Kaye i Australien, där han skall göra en rad personliga framträdanden, och under den tiden kommer också hans film att få sin premiär där. Danny Kaye kan blicka tillbaka på många betydande rolltolkningar under årens lopp, men ingen av dessa kan dock jämföras med hans insats i "The Five Pennies".

Mr. Y. Frank Freeman, som nu efter tjugo år som Paramount Studio Head dragit sig tillbaka, har fått mottaga otaliga bevis på uppskattning för sitt plikttrogna och förtjänstfulla arbete i Paramounts tjänst. Som Mr. Freemans efterträdare har President Barney Balaban utnämnt Mr. Jack Karp, som nu har att handha administrationen av vår studio. Många betydande förändringar och många nyheter får vi för övrigt att rapportera under de kommande månaderna, allt till gagn för den kommande produktionen. Redan nu kan vi förresten avslöja att Paramount tecknat ett nytt kontrakt med Mel Shavelson och Jack Rose för upp till nio filmer under de närmaste åren. Shavelson-Rose är de två männen bakom "The Five Pennies". Just nu befinner de sig i Italien, där de som bäst förbereder filmen "Bay of Naples" med Clark Gable, Sophia Loren och Lilli Palmer.

Också i detta nummer måste vi uttrycka vår stora beundran för den Paramount-reklam av förnämligt märke som presteras världen runt. Naturligtvis kan vi bara ta med en bråkdel av alla de bevis på slagkraftig reklam, som vi fått mottaga, men det är tydligt att överallt där Paramountfilmer visas, där görs också god reklam. Internationellt sett står ju reklamen för närvarande på toppnivå och det är med stolthet vi konstaterar att detta också gäller Paramount-reklamen, inte bara reklamen för <u>vissa</u> filmer utan filmer av de mest skilda slag och kategorier, kort sagt <u>alla</u> filmer. Ty en sak är säker, att i varje film finns det något, på vilket man kan bygga upp en slagkraftig reklam, och den sanne reklammannen finner alltid detta något.

PEOPLE AND EVENTS IN THE U.S.-CANADA SCENE



DETROIT - Mr. and Mrs. Carl Buermele had their pictures taken with Danny Kaye at the recent invitational screening of "The Five Pennies" here -- and the fact obviously pleased Mrs. Buermele very much. Mr. Buermele is president and general manager of the General Theatre Circuit with top-rate cinemas in Detroit and throughout the state of Michigan.



CHICAGO - Snapped at the Summer Boxoffice Festival dinner given by Mr. Weltner at Fritzel's. From left: Mid Western Division Manager Al Taylor; Elmer Balaban; George Weltner; Dave Wallerstein, president of Balaban and Katz Corporation; and Abe J. Platt, also of B&K Corporation.



WASHINGTON, D.C. - Here for the special invitational premiere of "Don't Give Up the Ship" for the Navy Department, George Weltner, Paramount Pictures vice-president in charge of world-wide sales, is shown (centre) with James C. Hagerty, Press Secretary to President Eisenhower, at left, and Honorable Murray Snyder, Assistant Secretary of Defense, Public Affairs.





NEW YORK - This is Charlie Ruggles as he appears in the very amusing Broadway stage play, "The Pleasure of His Company," and as he will appear in the Perlberg-Seaton production, for Paramount, of this delicious slab of entertainment.

(It will be a warm and nostalgic occasion to see Charlie Ruggles acting once again in a Paramount studio. A dollar for every Paramount picture Charlie has appeared in would make some of us relatively rich).

TORONTO - Four of them got the point — why didn't Danny? Scene was at the Hollywood Theatre here, following a screening of "The Five Pennies" for press, radio, TV, magazines and the music world. Beginning from the left they are: Danny Kaye; Bill Summerville, General Manager of B & F Theatres, Toronto; Nat Taylor, President, Twentieth Century Theatres, Toronto; Sidney G. Deneau, Western Sales Manager; Gordon Lightstone, General Manager of Paramount in Canada.



CLEVELAND - Danny Kaye's visit here was a huge success, the press interviews, screening of "The Five Pennies," interviews on behalf of Dot Records and meetings with exhibitors culminating in an impressively attended supper party in the Carter Hotel.

Shown above, at that party, are, from left; Leonard Mishkind, General Theatre Circuit; Mrs Leonard Mishkind; Blair Mooney, Co-operative Theatre Circuit; Mrs. Blair Mooney; Danny Kaye; Paramount Branch Manager Harry Buxbaum.



NEW YORK - At the Capitol Theatre premiere of "The Five Pennies," noted band leader Woody Herman is announced as an attendee by Master of Ceremonies Jerry Marshall, himself a noted disc jockey.

HIGHLIGHTS IN THE STUDIO'S SPORTING PICTURE



The Jerry Lewis team is trebly fortunate in having a mascot-pitcher who is also one of the studio's rising young stars — Donna Douglas (she recently completed a wonderful role in Hal Wallis' "Career"). Above, she talks things over with Scorekeeper Rosemary McNaulty.

Donna is the first girl to have ever pitched against a men's team in Paramount Studio baseball history — and beaten the lads.

The Paramount Studio Club Soft Ball League's Chairman, Victor Ramirez, reports that the four teams comprising this year's league are sponsored by Sophia Loren, Hal Wallis, Jerry Lewis and co-sponsors William Perlberg and George Seaton. With four games played as of this issue, th Sophia Loren team has won 3 and lost one; the Jerry Lewis and Perlberg-Seaton teams have won two and lost two; and the Hal Wallis team has won only one to date.

Chairman Ramirez, going very much out on a limb, predicts that the Sophia Loren team is easily ranked as the team to win. Quite a bit of this optimism reposes in the pitching skill of Donna Douglas, who seemingly has gotten plenty of attention elsewhere on this page. Another thespian who proved to be a pinch-hitter in more ways than one was Peter Palmer, the "Li'l Abner" of both stage and screen, who came to the rescue of the Jerry Lewis team, and with two straight victories brought them to their present 2W-2L standing. And although the Hal Wallis team is presently in the "cellar" -- strange things can still happen



The Jerry Lewis Team cluster happily around Mascot-Pitcher Donna Douglas.

Standing: Actor Bud Russell, Manager Bob Finelly, Donna Douglas, Music Cutter Rocky Moriana, Actor Peter Palmer, Victor Ramirez. Front: Actor Dick Stuart, Fred Hakim, Dave Jolsting, of Jerry Lewis Enterprises. (Missing from picture: M.V.P. - Earl Ramirez).



This is a goodly portion of the Hal Wallis Team, which is one of the strongest in the Paramount Studio Club League despite the fact that their pitching yet has "to jell."

Standing: Joe T. Moss, Manager Al Zuniga; Dick Raderman; Ringer, Bill Andrews. In front: Ralph Alexander, Bill Andrews.

(Absent: Actor Bud Pennell, Pitchers Jim 'Choo-Choo' Rodriguez and Paul Ramirez).



During the scene in "One-Eyed Jacks" in which Marlon Brando horsewhips Karl Malden, director-star Brando offered a prize of $300 to the player in the crowd of witnesses to the act who displayed the best example of "reacting." The prize was won by Florine Carlin, who is here shown receiving the check from Andy Durkus, unit production manager.



Here's Donna Douglas again (in white), with Valerie Allen and Pete Palmer. Pete is now re-creating in the Paramount film version of "Li'l Abner" the role he made famous on the Broadway stage.



This is the first results sheet of the Studio's Softball League. It is to be noted from the games played May 14th at Poinsettia Playground, that there is a "Sophia Loren Team" under the sponsorship of Sophia Loren and Carlo Ponti. Also a Hal Wallis Team.

We have been promised a continuity of Candid camera shots of games during the season.

SHOWMANSHIP IS THE BEST FRIEND A THEATRE EVER HAD



HAMBURG - Prominently displayed poster for "Teacher's Pet" in the Rathaus subway station here. Evidence elsewhere in this issue testifies to the comprehensiveness of Germany's showmanship campaign on the Clark Gable-Doris Day comedy.



COPENHAGEN -- Four suitably attired Danish girls advertise "The Rainmaker" in front of the World Theatre, where real rain has obligingly fallen in the streets, and where the Hal Wallis picture is playing inside the cinema. (See an excellent picture of the World Cinema, and the showmanship they applied to "The Rainmaker," on Page 30).



TORONTO - There actually is a toilet soap bearing the name of "Black Orchid." This fact was brought to light by ace showman Win Barron is the course of his showmanship campaign in advance of the release of "Black Orchid" at the Hollywood Theatre here.

As a result of the discovery, arrangements were made by Barron whereby the company gave away hundreds of bars of the soap on the opening day, which made a hit with the ladies, who thus got what amounts to a 'luxury' item in addition to seeing a very swell picture.

In those areas where the picture yet has to play, inquiries should be made by show-minded field representatives as to whether or not this particular soap is marketed there.



DJAKARTA - This cutout of Elvis Presley on the facade of the Cinema Theatre was one of the many attractions contributing to the success of "King Creole" in this Indonesian capital city. The Presley picture was given a day-and-date release in four (4) first-run theatres, and attracted capacity audiences in all four.

It was also backed by an all-encompassing showmanship campaign which popularized the songs on the air, and gathered tremendous newspaper and magazine space.



Early among the showmanship items inspired by "The Five Pennies" is this "Five Pennies Lucky Charm Band."

Devised by Paramount's Showmanship Department, and merchandised by Morris Rothenberg and Sons of Brooklyn, the charm band is described in the Special Promotion Bulletin in the following terms:

Attractively designed, processed in sturdy, durable calf-grain vinyl, the band is a 'natural' gimmick, sure to catch the eye of youngsters, click with fad-conscious teen-agers and do an all-out job promoting your showing of Danny Kaye's sparkling new film.

(U.S. cost: 5½ cents each)

The bulletin contains 11 wonderful ways in which the charm can be applied in showmanship campaigns on "The Five Pennies."



LITTLE ROCK, Arkansas - Gordon Scott brings the spirit of "Tarzan's Greatest Adventure" to this city. He is greeted on one hand by airline stewardesses, and on the other by Sgt. Harold Briggs of the U.S.Marine Corps, his official escort for the day.



BRUSSELS - The highest class stores of this great city were more than happy to give dignified window space to suitable announcements concerning the advent of "The Black Orchid," co-starring Sophia Loren and Anthony Quinn. Here in one of the most fashionable flower stores; and at top is the Max Factor window of the city's foremost department store, Le Bon Marche. This is showmanship of the highest calibre and reflects great credit on the Paramount publicists of Belgium.

TEACHER'S PET received a superlative campaign of publicity and advertising in Holland.

Particularly outstanding was the pictorial series carried over many pages of the eminent magazine, "Romance."

And of course display material relating to the records of Doris Day was sure-fire in scores of music and record shops.



VIENNA - Virtually all the flower shops of this city had window displays in behalf of "The Black Orchid." Here's a typical one in behalf of the Sophia Loren-Anthony Quinn romantic film.



VIENNA - This massive poster for "The Black Orchid" was on display for a full month prior to the opening of the picture in this city.

S-S-S-S-S-HHH!

Mystery, quite appropriately, will surround the production of Alfred Hitchcock's next picture. Filmland's master of mystery and suspense is allowing his propensity for such subject matter to carry over into the workaday aspects of film making.

This much is known: the production is untitled; it will be his most shocking picture; it will start filming at an undisclosed location somewhere in the southwestern U.S. early in September; Hitchcock refuses to disclose the source material or story line.

Better let's wait,huh!

MARLON BRANDO HEEFT EEN DER GROOTSTE PARAMOUNT FILMS ALLER TIJDEN GEMAAKT

* * * * * * * * * * * * * * * * *

Zoveel weten wij thans al --- "One-Eyed Jacks" is een magnifieke film. Magnifiek zowel wat betreft het verhaal, de wijze van akteren en de fotografie. Het is een film die tijdens de produktie heel wat spanningen teweeg gebracht heeft en er is over deze film, toen men met de opnamen bezig was, zeer critisch geschreven. Doch, zoals bij alle dingen -- het bewijs ligt in het consumeren, en het bewijs is een rijk en zeer zeldzaam onthaal. Marlon Brando heeft zowel als hoofdrolspeler en als regisseur strak aan zijn overtuigingen vastgehouden en heeft een stuk filmdrama geproduceerd, dat te allen tijde een van de hoogtepunten van onze industrie zal blijven. De titel (zoals alle kaartspelers wel weten), refereert aan de twee kaarten in een spel, waarbij de boer slechts een oog zichtbaar heeft. De wereld weet wat er in dit oog is, doch is onkundig van de bedoelingen, die in het verborgen oog liggen. Dit soort kleurrijke karakters vindt men in deze dynamische film, die een nieuw hoofdstuk zal toevoegen aan de filmsuccessen zodra deze film in roulatie zal gaan.

Als dit nummer verschijnt is "The Five Pennies" reeds in roulatie in vele Amerikaanse en Canadese steden en de eerste reakties, die wij ontvingen toen het nummer ter perse ging, waren overweldigende bewijzen, dat deze Danny Kaye film een waarlijke kampioen is. Tijdens de voorvertoningen, die in de afgelopen maand overal in de Ver.Staten werden gehouden, kreeg de film een enorme bijval, die recht uit het hart was gegrepen, zowel van de zijde van exploitanten, critici, disc jockeys, regerings-officials als van het gewone filmpubliek. Intussen zit Danny Kaye in Australië waar hij een lange reeks voorstellingen geeft, en terwijl hij daar is zal ook de film in première gaan. Danny heeft in het verleden reeds vele triomfen gevierd, doch deze zijn niets vergeleken bij dit boven alles uitstekende en hartverwarmende succes door hem met "The Five Pennies" behaald.



OFF TO VIENNA FOR "OLYMPIA"

PARIS - Maurice Chevalier (looking younger and spryer than ever) and Sophia Loren, board an Air France plane for Vienna, where they joined the filming of "Olympia," which began shooting June 8th. Also in this photograph are Marcel Carné (right), director of the French film, "Les Tricheurs," and Roland Lesaffre and Andrea Parisy, co-stars of the same picture.



AMSTERDAM - A very fine music store window in the heart of the city devoted to the songs and the artistry of Frank Sinatra in "The Joker Is Wild." Card in the foreground indicates theatre showing the Paramount picture.

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Verandering van leiderschap in de Paramount studio heeft vele eerbewijzen aan Mr. Y.Frank Freeman gebracht voor zijn toegewijde werk gedurende de afgelopen twintig jaar, terwijl men alom zeer ingenomen is met President Barney Balaban's besluit de leiding van de studio over te dragen aan Mr. Jack Karp. In de komende maanden zullen vele uitbreidingen van verrijkende betekenis plaatsvinden, en zij zullen alle gericht zijn op het belang van het Paramount produkt van de nabije toekomst.

Een hiervan is reeds geschied, nl. het tekenen van een nieuw kontrakt tussen Mel Schavelson en Jack Rose voor de produktie van maximaal 9 films in de komende jaren. Dit duo maakte ook "The Five Pennies" en zij zijn thans in Italië bezig met de voorbereidingen van "Bay of Naples" met Clark Gable, Sophia Loren en Lilli Palmer.

Wederom verheugt het ons zeer uiting te geven aan onze grenzeloze bewondering voor het bijzonder hoge gehalte van showmanshipbewijzen in zo vele delen van de wereld. Ons redactie-bureauwordt er mee overstroomd en wij kunnen slechts een zeer klein deel van hetgeen wij ontvangen plaatsen. Doch er is geen twijfel aan het initiatief, de ondernemingsgeest en vindingrijkheid, die men in praktisch elk land waar Paramount films vertoond worden, ten toon spreidt. Internationaal showmanship heeft nog nooit op zo 'n hoog plan gestaan als thans en wij zijn er zeer trots op te bedenken, dat het bijzondere hiervan is, dat dit alles betrekking heeft op het Paramount product. En niet alleen op bepaalde films, doch op alle films. Want niets is meer waar dan het feit, dat iedere film showmanship facetten bezit, en het is de verstandige publiciteitsman, die deze facetten ontdekt en er profijt van trekt en er zijn voordeel mee doet.

SALES CAMPAIGN OF PARAMOUNT'S ALL-TIME-GREATEST MOUNTS STEADILY

While the emphasis this month would seem to be on Germany, the fact remains that all parts of the Paramount international world are demonstrating a full realization of the immense revenue potential of the All-Time-Greatest productions, and seem determined to translate these potentials into reality.

Some parts of the world are giving a terrific irpetus to the release of the All-Time Greatest productions. A case in point is Germany. Some of their evidence is on this page. A great deal more is in their campaign books vying for the prizes in the "Lives of A Bengal Lancer" contest.



FRANKFURT - A strong bid for leadership in the showmanship contest on "Lives of a Bengal Lancer" is being made by the German Paramounteers. The street-postering job shown above is but one of a host contained in their campaign evidence already submitted.



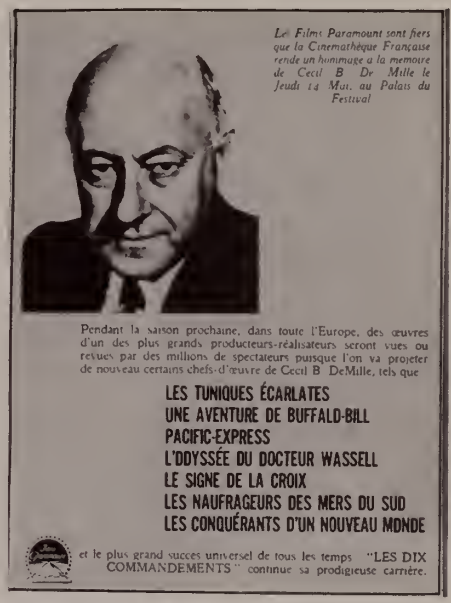
The colors in this "Jumping Jacks" poster are as compelling as its very comical theme.



FRANKFURT - The special standee developed by the Paramounteers of Germany for "Lives of a Bengal Lancer" has been put to a hundred or more uses. Here's its utilization for free window decoration and as a counter exhibit in music and record stores.



One of the many assets of the All-Time-Greatest films is the boxoffice power of their casts. Here at right are the cast toppers of "Streets of Laredo," one of the upcoming releases in the international market. The quartette are: William Holden, Macdonald Carey, Mona Freeman and William Bendix.



Trade publication advertisement published at the time of the Cannes Film Festival, 1959.

Cannes Film Festival Tribute to Mr. DeMille

On May 14th, the French Film Library, which is under the direction of the French Government, paid a special tribute to the memory of Cecil B. DeMille. This was the first occasion in the existence of the Cannes Festival that such homage was paid to a film director, and the tribute was all the greater by being paid at a time when the Festival usually is completely occupied with the showing of the competitive pictures.

The tribute took the form of a series of spoken eulogies to Mr. DeMille before a packed theatre, the reading of a most unusual tribute written by M. Jean Cocteau, the French Academician, and the showing of excerpts from these DeMille productions -- "The Cheat," Joan the Woman," "Male and Female," the first version of "The Ten Commandments," "Union Pacific," "The Greatest Show on Earth" and the new version of "The Ten Commandments."

The entire presentation was a complete and gratifying success, and a fine tribute to the achievements of the greatest film producer the world has known.

Product News.

Daisy Mae in the Paramount screen version of "Li'l Abner" will be played by Leslie Parrish. Several members of the Broadway version of the Al Capp cartoon strip will be seen in the film -- including Peter Palmer, Stubby Kaye, Julie Newmar and Alan Carney.. Ellen Corby, TV actress last seen in a Paramount picture in "Vertigo," has been cast in Jerry Lewis' "Visit To a Small Planet".....Melville Shavelson is in Italy in connection with the film production of "Bay of Naples," a Shavelson-Rose production starring Clark Gable and Sophia Loren.



"Heller With A Gun" contains a batch of electrifying performances. In addition to the great work by co-stars Sophia Loren and Anthony Quinn, this unusual drama of the gold-fevered West has an unforgettable characterization etched by Steve Forrest, who is shown here with Sophia.

Forrest, who is certain to be hailed as one of the great additions to the screen for 1959, already has been cast by Dino De Laurentiis for a top role in the upcoming "Jovanka."

A cynic is just a man who found out when he was about 10 that there wasn't any Santa Claus, and he's still upset.
-James Gould Cozzens



Kathryn Ward (Lilli Palmer), Russell Ward (Clark Gable) and Roy Morton (Tom Duggan) all have their own ideas as to what Eleanor Brown (Carroll Baker) is doing in Mr. Ward's bed -- but you'll have to wait until you have a most happy viewing of "But Not For Me" in order to find out.

MARLON BRANDO FEZ PARA A PARAMOUNT UM DOS MAIORES FILMES AINDA VISTOS. OUTRAS NOTAS

*

Disto estamos certos -- "One-Eyed Jacks" é uma produção magnífica. Magnífica por três ângulos diferentes - o argumento, a dramaticidade, e a fotografia. É uma fita que passou, durante a sua produção, por muitas provas, tendo-se por essa ocasião, escrito vários artigos de crítica extremamente severos. Mas o resultado dessa pressão foi compensador... rico e surpreendente. Marlon Brando, como protagonista e ao mesmo tempo seu diretor, manteve-se firme diante de suas convicções e assim produziu uma fita realmente pinacular da história do cinema-- uma raridade. Quanto ao título, como sabe todo mundo que joga cartas, se refere a duas cartas do baralho -- os valetes -- nas quais as figuras só têm um olho visível. Naquêles olhos refletem-se desejos e intenções, mas ninguém sabe, como no caso da outra face da lua, o que o outro lado guarda no seu mistério. Daí a dinâmica significação dos motivos deste filme.

O filme "The Five Pennies" já foi estreado em várias cidades americanas, e no Canadá também. E à medida que estamos encerrando esta edição, as notícias que nos chegam são tôdas de alto entusiasmo pelo êxito obtido. Prova-se de maneira definitiva que a tragi-comédia de Danny Kaye é um número vencedor, uma fita de primeira linha. Nas múltiplas exibições realizadas no país ficou demonstrado o entusiasmo do público por esta original produção. Nessa profunda manifestação e apoio à nova fita tomaram parte exibidores, críticos, representantes oficiais e elementos de cinemas. Enquanto isto, Danny Kaye se acha na Austrália, levando a cabo uma campanha de publicidade para o lançamento do filme. Danny conseguiu muitos triunfos cinematográficos no passado, mas não há nada positivamente que se compare com êste filme magnífico na sua longa linha de produções.

Com a recente mudança que se deu na direção do Estúdio Paramount em Hollywood, Mr.Y.Frank-Freeman foi objeto de calorosos elogios pelos vinte e cinco anos que dedicou à gema da nossa produção, ao mesmo tempo que recebeu a cabal e entusiasta aprovação do Presidente Barney Balaban a escolha de Mr. Jack Kerp para assumir

Ingrid Bergman will star in Abby Mann's story, "A Child Is Waiting." Mr. Mann will adapt his story for the screen and it will be produced for Paramount by the team of Norman Panama and Melvin Frank. One of the producers will direct and the picture will be filmed in England this fall or early next year.

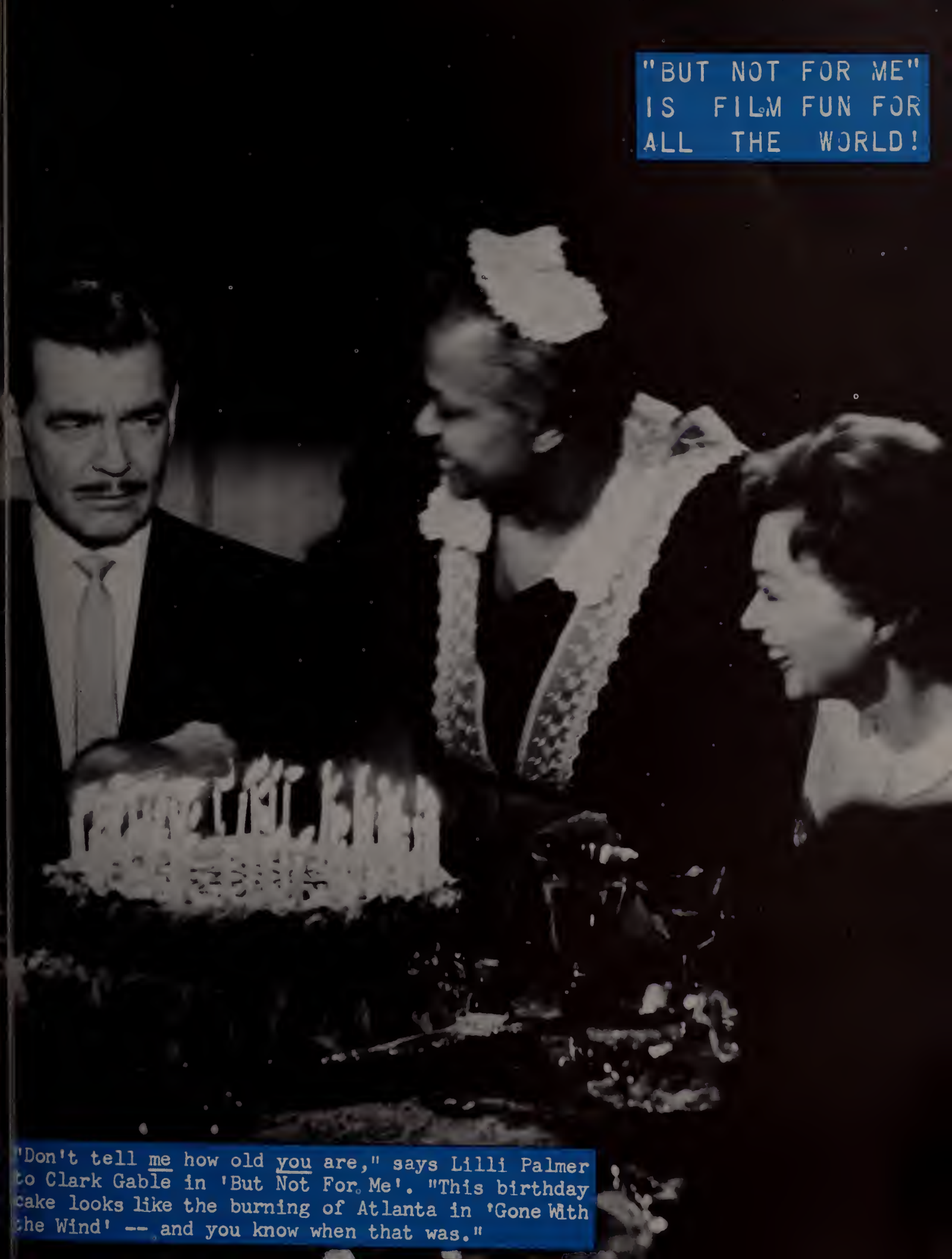
a direção do Estúdio. Muitas outras mudanças e alterações terão lugar no Estúdio, no decorrer dos próximos meses, e todos serão para a absoluta melhoria da nossa produção. Um dos primeiros atos do novo administrador foi o contrato assinado com Mel Shavelson e Jack Rose para a produção de um máximo de 9 fitas, nos próximos vários anos. Êsses são os homens que filmaram "The Five Pennies" e que estão agora empenhados na Itália na realização do filme denominada "Bay of Naples, com Clark Gable, Sophia Loren e Lilli Palmer.

Uma vez mais expressamos nossa alta apreciação pelo elevado calibre de Showmanship que já foi demonstrado em várias partes do mundo e a que se refere o artigo publicado em a devida seção desta revista. O nosso departamento editorial está cheio de documentação dessas grandes campanhes. Infelizmente, devido à falta de espaço, não podemos fazer uso do material de q. dispomos. Mas não há dúvida que os processos de apresentação deram magníficos resultados. Realmente, o Showmanship internacional nunca esteve em tanta voga como agora e temos prazer em observar que os melhores exemplos dos melhores e convincentes lanços de Showmanship se referem a fitas da Paramount. Na verdade, não se pode negar que tôda produção, seja qual fôr, sempre há nela um ângulo por onde pode ser anunciada com vantagens tanto para o público como para a companhia.

(Suite de la page 12)

"THE FIVE PENNIES" et qui sont actuellement en Italie pour y préparer le tournage de: "LA BAIE DE NAPLES", avec Clark Gable, Sophia Loren et: Lilli Palmer.

Encore une fois, nous sommes heureux d'exprimer l'admiration sans borne que nous éprouvons pour les merveilleux efforts publicitaires accomplis dans de si nombreux pays. Notre Rédaction croule sous le poids de toutes les preuves tangibles qui lui parviennent et dont malheureusement nous ne pouvons reproduire qu'une petite partie. Il est certain en tout cas que nous apprécions à leur juste valeur l'initiative, l'esprit d'entreprise et l'imagination déployés dans tous les pays où l'on montre les films Paramount pour le plus grand plaisir des spectateurs. Jamais le niveau international de la publicité n'a été aussi élevé qu'à l'heure actuelle et nous sommes fier de constater que c'est la publicité de Paramount qui vient en tête. Et il ne s'agit pas seulement de la publicité faite pour certains films, mais de la publicité faite pour tous les films quel que soit leur genre, tant il est vrai que tous les films possèdent des possibilités d'exploitation publicitaire. Le véritable publiciste les découvre et en tire le meilleur avantage.



"Don't tell me how old you are," says Lilli Palmer to Clark Gable in 'But Not For Me'. "This birthday cake looks like the burning of Atlanta in 'Gone With the Wind' -- and you know when that was."

RIGHT

CHICAGO - Distributors and exhibitors in an unexplained arms-folded 'routine' at the recent Summer Boxoffice Festival here. Reading from left: Branch Manager Bob Allen, Sam Block (B&K), Para.v-p George Weltner, Nate Platt and Richard Balaban (B&K) and Mid-Western Division Manager Al Taylor.



NEW YORK - A charming picture of Mrs. Danny Kaye (Sylvia Fine) as she was being announced by master of ceremonies Jerry Marshall at the Capitol Theatre premiere of her husband's heart-winning picture, "The Five Pennies."



Carolyn Jones is to be seen in two very fine Hal Wallis productions in the coming months - "Last Train From Gun Hill" and "Career."

A grouch escapes so many little annoyances that it almost pays to be one.

-Kin Hubbard



BRANCH NEWS From Page 24

of busy little "Cajuns" ever since the middle of March, when we were notified we would take over the Memphis Branch. With the closing of Memphis and our assumption of their operation, we have added employees. We'd like to introduce these new people to our "Paramount World".

Jane Marie Cunningham, Booking Stenographer
Bill Chauvin, Booker's Assistant
Ned Rucker, Booker's Assistant
Lorraine Lott, Booker's Assistant

Travis Carr, former Memphis salesman, is now booking and also makes periodic booking trips to Memphis. Travis returned with over 500 feature booking dates. Dave Richoux was promoted from booker's assistant to student booker.

Mr. Howard Nicholson remained in Memphis and is acting as Resident Sales Manager, handling all large circuits in the area. Mr. Tom Donahue is also working out of Memphis as salesman.

Last week we screened 3 pictures scheduled for early Summer release and had a wonderful turnout from film people, newspaper, TV and radio representatives. We are looking forward to having these features in release. At the present time our bookers and salesmen are concentrating on our "Paramount Weeks" which this year are July 15 through July 28.

We have been having a lot of activity in the families of our employees. Della Favre's son, "Butch" was married on April 6. Ann Balencie's 7-year old daughter has the mumps and Ann has her fingers crossed, hoping she doesn't get them. Travis Carr is sweating out the arrival of the stork. Joan Escarra, Branch Manager's secretary, and her two little ones took off for the Gulf Coast and spent 2 days of doing nothing but taking in the sun.

Our congratulations to Jane McDonnell who has been elected to the Board of Directors of WOMPI for the 2nd successive year and Della Favre, Ass't. Cashier, who has been elected 2nd Vice-President of the WOMPI New Orleans group. Speaking of the WOMPI's, they entertained all of the bosses in the New Orleans area at their annual "Bosses" luncheon on May 20 at the Jung Hotel.

--Clyde Daigle

BOSTON Things are looking very different in the Boston Branch these days. Last week we had a visit from Mr. George Schur, head of Paramount operations and Mr. John G. Moore, Division Manager. Henry Germaine also came to Boston from New Haven for a few days.

With Mr. Schur's arrival things really popped. We have re-furnished the entire office with furniture from Oklahoma. We have changed the office around for greater efficiency. We were very happy to see Mr. Schur who gave us great assistance in making changes. We are all happy with the new set-up and hope to get a large increase in business with the more friendly atmosphere in the Branch.

Vacations are coming and everyone is planning a trip. Etta Glazin, booker, made a trip to New York for a week's visit, and others are planning trips to various resorts. With the summer coming, everyone in the Branch is enthusiastic about the great product we will have.

--Robert J. Moore

John Sigmund Weltner, son of George Weltner, vice-president of Paramount Pictures Corp., in charge of world sales, was married on Sunday, June 6th, in Brookline, Mass., to Linda Riverly Holbert of Worcester.

NEW YORK Alex Fodor is spending his vacation in Hollywood visiting his old friend Michael Curtiz. Alex and Michael's friendship dates back to the days when Alex handled publicity for the Paramount Branch in Hungary.

Welcome to Stanley Tulanowski, who has joined our ranks in the booking department.

--Gene Newman

BUFFALO We have the distinction of having the newest branch manager and secretary, the newest salesman, cashier, booker's stenographer and receptionist in the company, we think. These positions are filled by Michael Jusko, Pat Walke, John Serfustino, Norma Mosier, Jan Kinsman and Mary Ann Tidd respectively. Our office has enough new blood in its veins, mingled with the old, to vitalize it into becoming one of the leading branches in our company as evidenced by the standing in the Golden Opportunity drive of 1959. We are go, go, going to win this drive, or at least make a super effort to win.

Helen Huber, our ex-cashier recently retired after 35 years of service, came in this past week sporting a sun tan.

Pat Walke, our new branch manager's secretary reported to work after a long weekend up in Montreal, with a very light and shining third finger left hand graced with a diamond.

Mike Jusko is covering the territory in a sleek Ford convertible, black, sporty and a real contract gatherer.

Norma Mosier and John Serfustino both have moved to new apartments, and we are all waiting for housewarmings.....Frank Saviola is making like Chris Herter with the cane while going around the territory.....We're all looking forward to seeing Howard (Redfox) Smidt on his monthly visit to our headquarters, from the hinterlands and wilds of Albany.

Everyone here is fired with an enthusiasm to win the Golden Opportunity Drive.

--Frank Saviola

CHICAGO We here in the Windy City wish to extend a hearty greeting (if belatedly) to Mr. Al Taylor. We hope that he will be most happy in his new home and assure him that we all will do our utmost to make him feel welcome

....TO BE CONTINUED NEXT MONTH, ALONG WITH SEVERAL BRANCH NEWS DESPATCHES SQUEEZED OUT OF THIS ISSUE.

"TARZAN"S GREATEST ADVENTURE" DESTINED TO SWING FROM HIGH GROSS TO HIGH GROSS AROUND THE WORLD



"Vast Appeal to Family Audiences....."

London's "Daily Cinema," reviewing "Tarzan's Greatest Adventure" following its trade showing at the Plaza Theatre, summed the picture up in these sizzling terms:

RATING: Cracking and bloodthirsty adventure yarn for kids of all ages....Gordon Scott is a fine Tarzan...John Guillermin directed with tremendous gusto.....a product of vast appeal to family audiences!

The powerful and enduring appeal of "Tarzan" has been realistically demonstrated this month by the personal appearance swing of Gordon Scott through the Southern U. S. states. Under the skilled guidance of field representative Leonard Allen, Scott brought the "Tarzan" characterization first to Little Rock, Arkansas, where he received a spontaneous, rip-roaring reception. Then on to Memphis, Nashville and Birmingham, with his schedule embracing every practical phase of showmanship. Next through both of the Carolinas, to Virginia - a tour that is "grass-roots" in every ticket-selling sense.

Spirit of the tour is best summed in the following final paragraph of Leonard Allen's wire received just as we prepared to go to press:

"Scott continues doing a wonderful selling job in all interviews and autograph sessions. These have far exceeded all expectations as he is literally mobbed. He is the most cooperative, patient, hard-working personality I have ever toured with."



"TARZAN" CO-STAR IN LONDON

When "Tarzan's Greatest Adventure" was trade shown at the Plaza Theatre earlier this month, the thrill film's leading lady, Sara Shane, was in London. So Tony Reddin had her attend the showing and meet some of the Paramount men who'll be selling the film. Here she is shown with Max Gayton, manager of the Plaza, at left; Oswald Croft, head office sales executive; and Douglas Abbey, London branch manager.

(LEFT) Here are Tarzan (Gordon Scott) and Angie (Sara Shane) - the jungle and the city - meeting on the common level of man and woman.



The grand old box-office cry of "Tarzan" is ringing out again, as Gordon Scott sounds it in "Tarzan's Greatest Adventure." This is a new Tarzan -- but the ingredients that made his films ace boxoffice over several decades, are in this film more potently than ever.



You'd all better start learning that "Tarzan" whoop of triumph ----- things are really beginning to sizzle and crackle

for

P A R A M O U N T

Just as we go to press comes word from more than 20 national release centres in the United States that "TARZAN'S GREATEST ADVENTURE" has been released to a measure of box-office success far, far beyond even the wildest expectations.....This made-in-Africa thriller is the rip-roaringest, thunderingest, most dad-blasted 'sleeper' this company ever released. And what"s being registered by it in the United States will be repeated clear around the whole wide-eyed world.

Printed in the U.S.A.

Paramount WORLD
Volume 5, Number 7 July-August, 1959



CARROLL, CLARK AND LILLI - THEIR COMEDY'S A DILLY

Details on Page 2

4 HIT PICTURES STACKING THE B.O. GROSSES IN U.S.A.

The WALL STREET JOURNAL of July 29th carried a most important two-column despatch on the powerful upbeat trend in motion picture attendance in the United States. Stressing the importance was the fact that this upbeat had continued for the fourth successive month, and was expected to maintain its forward trend.

Such a trend is not to be wondered at when one views product of the calibre of that shown on this page; and when one knows of the still finer Paramount product rapidly coming forward.



DON'T GIVE UP THE SHIP is not only the most popular of all the Jerry Lewis solo comedies, but is already set to establish a 'money record' for all comedies that Jerry has been in. No funfilm has ever been more entitled to be referred to as a Walloping Winner than DON'T GIVE UP THE SHIP.



THE FIVE PENNIES has spelled out to the nation the fact that Danny Kaye is the most talented all-around performer the motion picture screen has to offer today. It is doing truly wonderful business for the simple reason that it is a wonderful picture, presenting all the entertainment a fan could want.



LAST TRAIN FROM GUN HILL is proving to be the 'sock' attraction that Hal Wallis planned it to be, with millions of fans buying the standout performances given by Kirk Douglas, Anthony Quinn, Carolyn Jones, Earl Holliman, Brad Dexter, Brian Hutton and Ziva Rodann. A big picture, packed with punch.



TARZAN'S GREATEST ADVENTURE is proving to also be the greatest box-office adventure many exhibitors throughout the land have experienced in a long time. This filmed-in-Africa TARZAN is not only making exhibitors happy, but is having them direct the bookers to set the picture in for a repeat.

The Cover....

Expressed here by Carroll Baker, Clark Gable and Lilli Palmer, are the light-heartedness and gaiety of "But Not For Me," one of the happiest pictures Paramount has ever Released.

PARAMOUNT FLASH NEWS

"THE FIVE PENNIES" IS A RESOUNDING HIT IN AUSTRALIA, EVEN AS DANNY KAYE HIMSELF IS AN ENORMOUS PERSONAL SUCCESS IN BOTH SYDNEY AND MELBOURNE....."CAREER," LATEST HAL WALLIS DRAMATIC THUNDERBOLT, PREVIEWED WITH SOLID SUCCESS IMPACT AT STAMFORD (Conn.)..... HAL WALLIS HIMSELF LEAVES FOR ANNUAL BUSINESS TOUR OF EUROPE IN SEARCH OF NEW BOX-OFFICE PROPERTIES AND NEW PERSONALITIES, AND PARTICULARLY TO STUDY AUDIENCE TRENDS.....A SMALL PENNSYLVANIA THEATRE, THE CENTURY, REPORTED AS FOLLOWS: "THIS THEATRE NORMALLY PLAYS PICTURES FIRST RUN, AND THE HIGHEST GROSS ON RECORD IN THE LAST THREE YEARS WAS $2051. 'THE TEN COMMANDMENTS' IN 7 DAYS GROSSED $2769. THIS IS THE FOURTH TIME THE PICTURE PLAYED IN THIS AREA." NO WONDER ED CHUMLEY IS GLOWING THESE DAYS.....PARAMOUNT HAS SIGNED THE SENSATIONAL YOUNG SINGER, BOBBY DARIN, AND HAS WONDERFUL PLANS IN STORE FOR HIM. HIS RECORDS ARE IN THE 1,000,000-SALES CLASS.....DRIVE-IN ENGAGEMENTS ARE OFFERING A SCORE OR MORE PROOFS DAILY THAT, IN THE WORDS OF ED CHUMLEY, "WE HAVE AND ARE HANDLING IN 'THE TEN COMMANDMENTS' THE GREATEST GROSSING MOTION PICTURE OF ALL TIME." NEAL EAST HAS REPORTED A CASE FROM OREGON WHEREIN "GUNFIGHT AT THE O.K.CORRAL" HAD GROSSED $274, AND "HOLLYWOOD OR BUST" HAD GROSSED $347, BUT THE SEVEN DAYS OF "THE TEN COMMANDMENTS" HAD GROSSED $3414 -- AND THIS FOLLOWING AN EARLIER 7-DAY ENGAGEMENT OF THE DE MILLE PICTURE AT THE TOWN'S SMALL CONVENTIONAL THEATRE.....THE WORD CONTINUES TO MOUNT IN INTENSITY REGARDING THE MAGIC OF MARLON BRANDO'S "ONE-EYED JACKS." THERE IS EXPECTATION THAT THE PICTURE WILL BE PREVIEWED VERY SHORTLY.....EVIDENCE OF THE "LIVES OF A BENGAL LANCER" CONTINUES TO PILE IN FROM OVERSEAS OFFICES. THIS IS PROVING TO BE A MOST INTERESTING SHOWMANSHIP CONTEST.....DINO DE LAURENTIIS HAS "JOVANKA AND THE OTHERS" IN FULL SWING IN YUGOSLAVIA, WITH SILVANA MANGANO IN THE LEAD, AND ONE OF THE MOST DYNAMIC CASTS ASSEMBLED IN A LONG TIME. LATER SCENES WILL BE FILMED IN ROME.....GEORGE SEATON AND WILLIAM PERLBERG IN FINAL STAGES OF PREPARATIONS FOR FILMING "THE RAT RACE," WHICH HAS A BROADWAY LOCALE. CAST IS HEADED BY TONY CURTIS AND DEBBIE REYNOLDS.....THE FOLLOWING PRESS RELEASE WENT OUT JULY 31: "DRIVE-IN THEATRES PLAYING 'THE TEN COMMANDMENTS' THIS SUMMER ARE DOING WITH THAT PICTURE AN AVERAGE OF FOUR TO FIVE TIMES NORMAL BUSINESS, ACCORDING TO STATISTICS FURNISHED BY EXHIBITORS, IT IS REPORTED BY EDWARD G. CHUMLEY, PARAMOUNT'S DOMESTIC SALES MANAGER FOR THE CECIL B.DeMILLE PRODUCTION. A TOTAL OF 1,613 BOOKINGS OF THE PICTURE IN U.S. DRIVE-INS DURING THIS JULY AND AUGUST IS ANNOUNCED. THIS COMPARES WITH 365 'TEN COMMANDMENTS' DRIVE-IN BOOKINGS IN THE 1958 SUMMER SEASON".....2 OVERSEAS PRODUCTIONS ARE REPORTED AS EXCELLENT BOX-OFFICE POSSIBILITIES. "A TOUCH OF LARCENY," WITH VERA MILES, JAMES MASON AND GEORGE SANDERS HAS BEEN COMPLETED AND SEEN - AND THE VIEWERS LOVED IT. "BREATH OF SCANDAL," NOW FILMING IN ROME (see below) IS REPORTED AS BEING DELICIOUS FILM FARE, WITH SOPHIA LOREN NEVER MORE FETCHING, AND MAURICE CHEVALIER NEVER MORE BEGUILING.....PAGE 29 OF THIS ISSUE CARRIES EMOTIONS-TINGLING PROOF THAT MANY OF THE PARAMOUNT TERRITORIES ARE IN FOR A TREAT WITH THE HIGH-SPEED FRENCH COMEDY, "FAIBLES FEMMES"..... FIRST OF OUR FEATURES OF THE NEW DIVISIONS OF PARAMOUNT PICTURES CORPORATION APPEARS THIS ISSUE. IT COVERS DOT RECORDS. OTHER DIVISIONS WILL APPEAR EACH MONTH.....WHEN YOU TURN THE PAGE YOU'LL ENCOUNTER THE IMPACT OF THE NEW PARAMOUNT OPTIMISM. IT STEMS FROM PRODUCT, PLANS AND PURPOSEFULNESS, ALL OF THEM SYNONYMOUS WITH PARAMOUNT THESE DAYS.....EXCERPT FROM A REPORT ON "THE TEN COMMANDMENTS" FROM INDIANAPOLIS VIA DIVISION MANAGER A.R.TAYLOR: "I DO NOT BELIEVE IT NECESSARY TO CLUTTER UP A LETTER WITH COMPARISONS FOR THE REASON THAT I BELIEVE ALL OF YOU KNOW INDIANAPOLIS WELL ENOUGH TO KNOW THAT IF TO DATE IN THESE 3 DRIVE-INS WE HAVE A TOTAL GROSS OF $26,022, IT IS A FANTASTIC SUM OF MONEY." THAT IS THE TENOR OF JUST ABOUT EVERY REPORT THESE DAYS ON THE TRULY FABULOUS BUSINESS OF "THE TEN COMMANDMENTS," NOT ONLY IN THE U.S.-CANADA, BUT WORLD-WIDE.



Maurice, the father, and Sophia, the daughter, waltz a "Breath of Scandal" into a delicious comedy. Mr. Chevalier and Miss Loren were never more charming.

Published every month by Paramount Pictures Corporation, 1501 Broadway, New York 36, New York, U.S.A. Issued by and for members of the Paramount organization around the world who believe in the entertainment appeal of their motion pictures, television and allied products and in the business future of their company.

ALBERT DEANE, Editor

Volume 5, Number 7 July-August, 1959

RESOUNDING FAITH in the future of Paramount and unbounded optimism in our policies of film production and distribution have been voiced several times of late by the company's president, Barney Balaban. It was in this vein that he addressed the stockholders of the company several weeks ago; and it was in this spirit that he spoke at the Canadian meeting held in New York just a few weeks ago. Still later, his viewpoint was crystalized in a Dow Jones News Service despatch distributed to the top newspapers throughout the land. In the course of this Dow Jones report, Mr. Balaban said that he "is satisfied with the number of films the company has in its backlog for release...We're in extremely good shape into the third quarter of 1960," he said. He also told of the towering business continuing to be done by "The Ten Commandments" all around the world.



UNDEVIATING SERVICE to company, mankind and community brings still another recognition of Y. Frank Freeman in the scene depicted above. On July 22nd, California lawmakers paid tribute to Mr. Freeman in two of his many capacities — Paramount Pictures vice-president and board chairman of the Association of Motion Picture Producers. In the picture, Mr. Freeman is offering thanks for the action in which Assemblyman Charles Conrad had presented him with an illuminated copy of a House Resolution commending him for his more than 20 years of service in California to his corporation, his city and state. The citation also made note of Mr. Freeman's many other notable activities.

Scene of the presentation was the studio commissary of Paramount, with the host being Jack Karp, Paramount vice-president in charge of the studio. Shown in the picture, from the left: Jack Cooper, Paramount; Duke Wales, Studio Publicity Directors Committee; Assemblyman Charles Conrad; Mr. Freeman; Mr. Karp; Alfred P. Chamie, Secretary and Treasurer of the AMPP; Kent Redwine, representative of the AMPP.

BIG THINGS IN PROSPECT



Infectious optimism was manifested by President Barney Balaban at the Canadian-US meeting in New York on July 16-17. Reading from the left are: Paramount International President James E. Perkins, Canadian General Manager Gordon Lightstone; Mr. Balaban; Adolph Zukor, Chairman of the Board; Sidney G. Deneau, Chairman of the Meeting. Foreground, back to camera, Edward Chumley in charge of "Ten Commandments" sales, United States and Canada.

THIS WAS THE key-noting sentiment in a 4-page trade paper announcement marking the 15th year of Hal Wallis' association with Paramount. Also noted was the fact that the 16th year already is 'in work' and the 17th year is in preparation. It has been one of the happiest associations in all the long history of the motion picture, and it has produced a host of towering hit pictures. Many many more are certainly in store.

Happy Anniversary
to
Hal Wallis Productions
and to
Hal B. Wallis and Joseph H. Hazen
and their Organization
on the occasion of their
15th year of independent
production...

Our sincere best wishes
for many more happy
and productive years with

Paramount Pictures

U. S. - CANADA PARAMOUNT TIE IS STRENGTHENED

SIDNEY G. DENEAU HEADS COORDINATED ORGANIZATION

Utilization of management services, including personnel and facilities, of Paramount Film Distributing Corporation in connection with the distribution and promotion of Paramount pictures in the Dominion of Canada by Paramount Film Service Ltd. of Canada to a greater extent than previously, was announced on July 13th by George Weltner, Paramount Pictures vice-president in charge of worldwide sales.

These management services and supervision will be under the direction of Sidney G.Deneau, vice-president of Paramount Film Distributing Corporation. Mr. Gordon Lightstone will continue to function in his capacity as general manager of Paramount Film Service Ltd. of Canada.

Mr. Weltner stated that the closer coordination of the Canadian and domestic organizations is "being effected to enable the Paramount Film Service Ltd. of Canada, comprised of six Canadian branches, to be of greater service to Canadian exhibitors particularly in the area of sales planning, advertising and exploitation of Paramount pictures."



A vital and incisive hour-long talk by producer William Perlberg was one of the highlights of the New York meeting. The co-producer of "But Not For Me" and many other noted Paramount successes told in detail of the 4 productions that will be made by George Seaton and him in the coming year for Paramount.

Seated, from left, are the 6 Canadian branch managers: Mickey Stevenson (Toronto), Syl Gunn (Winnipeg), Robert Lightstone (Vancouver), Romeo Goudreau (Montreal), Norman Simpson (St. John) and William Kelly(Calgary).

Standing: Winston Barron, public relations, Canada; Jack Perley, assistant to Sidney G. Deneau; Gordon Lightstone, general manager, Canada; Sidney G. Deneau, vice-president of Paramount Film Distributing Corp'n.



Top table of the meeting as President Barney Balaban voiced utmost enthusiasm for new product, plans for making and selling new films. Reading clockwise from left: Howard Minsky, George Schur, Edward Chumley, James E. Perkins, Gordon Lightstone, Mr. Balaban, Adolph Zukor, Sidney G. Deneau, Mickey Stevenson, Syl Gunn.

HOME OFFICE MEETING JULY 16,17

A meeting of the U.S. and Canadian distribution heads followed the above announcement with a matter of a few days. It was held in the Board Room of Home Office July 16 and 17 and its opening session heard important messages from Barney Balaban, president; Adolph Zukor, chairman of the board; James E. Perkins, international head; Jerome Pickman, in charge of advertising and public relations; Sidney G. Deneau, in charge of the new coordinated administration; and Gordon Lightstone, Canadian General Manager. (Mr. George Weltner was absent because of a family bereavement).

Canadian branch managers in attendance were: Mickey Stevenson, Toronto; William Kelly,Calgary; Romeo Goudreau,Montreal; Norman Simpson,St.John; Robert Lightstone, Vancouver; Syl Gunn,Winnipeg. Winston Barron, Adv.-Publ. Manager for Canada, and Willard J.O'Neill,Secretary-Treasurer of the Canadian company, also attended.

Paramount executives and department heads who attended in addition to those already named, were: Hugh Owen, Howard Minsky, Robert J. Rubin, Edward Chumley, Martin S. Davis, Joseph Friedman, Fred Leroy, George Schur,



Reading from left - Sidney G. Deneau,Mickey Stevenson, Syl Gunn (obscured), Winston Barron, Jack Roper,Willard J.O'Neill,Martin Schank,Hugh Owen, George Schur, Howard Minsky, Ed Chumley.

Jack Perley, Martin Schank and Max Balaban.

Twin keynotes of the two-day meeting were optimism and realism. In particular, Mr. Balaban made insistent the fact that a real (Over to next page)

PICTURES AND NEWS FROM THE NORTH AMERICAN BRANCHES

There was a time when it was commonly assumed that the American public was opposed to bigness in business. Nothing could be further from the current truth. The average American admires bigness and he particularly likes bigness in business, if there are present two all-important ingredients - genuine competition and a feeling that there is "full disclosure." What the public is really fearful of is not bigness itself, but the potential misuse of the power that bigness makes possible.

Elmo Roper



NEW YORK - Among the Home Office secretaries who met Gordon (Tarzan) Scott during his visit was Joan Studva, 2nd secretary to George Weltner, Vice-president of Paramount Pictures Corp.,in charge of World-Wide Sales



....and then moments later "Tarzan" was telling Helen Cohen (secretary to Mr.Sidney G.Deneau), all about the wonderful Moon Over Africa.

...THIS IS A CONTINUATION OF LAST MONTH'S INCOMPLETE CHICAGO BRANCH NEWS

Now that the PARAMOUNT SUMMER FILM FESTIVAL screenings are over, we are expecting a steady stream of exhibitors in to book this wonderful product. Everyone enjoyed seeing "THE FIVE PENNIES", "DON'T GIVE UP THE SHIP" and "LAST TRAIN FROM GUN HILL". One of our customers who daily rides the train to work with yours truly, and who never admits that any Paramount picture is good (to me, that is) has been raving about all three. After which a very surprised conductor had to pick me up from the floor of the train.

We think it a very smart move to have "DON'T GIVE UP THE SHIP"opening in about 50 theatres in Chicago and vicinity during the week Chicago is being proclaimed as the largest inland port of the world.

Everyone here is busy planning vacations. Among the first to be going places and doing things is Persis Naab, that D. P. from Milwaukee who is planning a week's visit to her old stamping grounds. Then Herb Cohen is off for a week in sunny Florida.

Everyone is overjoyed to hear that Gene Smith, who has been ill for many months, will soon be able to return to work. Hurry and get completely well real soon, Smitty; we miss you.

--Hannah Eiseman

MINNEAPOLIS Minnie Sethney is a new addition to the Booking Dept. She enjoys her work very much and we all like her a great deal.....wedding bells rang recently for Carole Kretlow, branch manager's secretary, and El Sylvester (booker) and they will soon be ringing for Ila Smith, booking steno.

We are happy to hear that Mrs. McBride is much better and has returned home from a recent illness.

Joe Kissel, Ledger Clerk CL, recently bought a new home. Now he is entering all these national sweepstake contests going around (Cheerios, Puss 'N Boots, Pure-X) in hopes of winning enough to pay off the balance of his mortgage.

Bonnie Lynch, head booker, has just returned from a trip to California. She informed us that her one day in Las Vegas at the "tables" set her back more than the whole rest of the trip.

Our loss was Los Angeles' gain as John Louis was transferred. He will be working under branch manager Arnold Shartin, former Minneapolis head booker. John came here from England with Les Bird, present Minneapolis boo

(Continued on Page 18)

W h i f f s !

A BREATH OF SCANDAL is the new and final title of the picture formerly known as "Olympia."

A TOUCH OF LARCENY remains as the title of the picture made in England with Vera Miles, James Mason and George Sanders.



ATLANTA - Visiting the Paramount Branch here, Gordon ("Tarzan") Scott 'rescues' Mary Jane Spears. Looking on, from left: Barbara Daws, Frankey Dulaney, Nina Abrams, Patsy Smelley, Barbara Darnell and Peggy Bryant.



Another view of July 16-17 meeting. From top left, clockwise: Robert Lightstone, Romeo Goudreau, Norman Simpson, William Kelly, Fred Leroy, Winston Barron, Willard J.O'Neill, Martin Schank, Howard Minsky,George Schur,Ed Chumley, and rear centre,Max Balaban.

****

(Continued from Page 5)

turning point has come in 1959, and that he has never been quite so optimistic about the wonderful future of the motion picture business as he is right now. His talk on new product was resoundingly powerful, and he made a special and glowing point of what Vice-president Jack Karp already is accomplishing in his post as head of production.

Three separate and forceful messages relating to showmanship and the merchandising of the new product were delivered by Jerome Pickman, Martin Davis and Joseph Friedman.

Mr. Zukor was his consistently dynamic self in a sparkling speech. And of course Sidney Deneau and Gordon Lightstone spoke at length, and significantly on the shape of things already emerging in the U.S.-Canada organizational alliance.

In every important respect a meeting of much significance, much substance and very great promise.





DOT RECORDS ---- A VITAL DIVISION OF PARAMOUNT PICTURES

DOT RECORDS,INC. is a division of Paramount Pictures Corporation. Their trade mark is basically the Paramount trade mark with the inclusion of the 'Dot' name.

Randolph Wood is president of Dot Records. He is also a vice-president of Paramount Pictures Corporation.

Dot is one of the titans in the world of the phonograph record. The label carries the names of truly great recording stars -- Pat Boone, Billy Vaughan, Louis Prima, Keely Smith, and now the sensational young Dodie Stevens who has played a big role in the popularizing of the songs of "The Five Pennies."

Dot has also issued albums of the soundtracks of "Five Pennies" and "The Ten Commandments."

MIAMI BEACH, Florida - Randolph Wood, president of Dot Records, and vice-president of Paramount Pictures Corp., is shown addressing disc jockeys at the recent d/j convention here.

These activities are in line with the very aggressive public relations policy which has hoisted Dot to record leadership in the course of very few years.



MIAMI BEACH - Former Tennessee governor Frank Clement (centre) and his wife, Lucille, were guests of Dot Records at the disc jockey convention. They are pictured at the speakers' table with Randy Wood.

Dot Records has a close association with the state of Tennessee, for it was here that Randy Wood's recording organization got its very humble start.



MIAMI BEACH - Dodie Stevens, who has made a nationally sensational recording of "The Five Pennies" for Dot Records, repeats the success in person for the delegates to the d/j convention.

Special Boone Foreign Sales Promotion

HOLLYWOOD—Along with domestic promotion celebrating Pat Boone's fourth anniversary with Dot Records, the diskery's distributors all over the world are "jumping on the promotion bandwagon," it was reported last week. According to letters and cables being received by Dot exec in charge of foreign operations, Jim Bailey, the label's foreign licensees are reporting Boone promotional plans being initiated in their respective territories. Exporters and military post exchange outlets are also participating in the campaign.

Bailey announced that exporters, military PXs, and foreign importers have been granted a 10% discount on all Pat Boone merchandise through June 30, which is a 15-day extension over domestic distributors due to foreign time and distance factors.

In Eglish-speaking territories, some distributors are running contests to find all males 23 years old or younger named Pat Boone. To the contestant most resembling the real Boone, various prizes will be awarded, including an overseas phone conversation with the singer. In other areas, Boone's fan clubs are conducting local rallies. All media of communication are being utilized, including special retail sales displays, radio, television, brochures, photographs and saturation press publicity.



MIAMI BEACH - Pat Boone, one of Dot's top stars, agreably signs the autograph book of one of his fans at the recent disc jockey convention here. Boone has built his great fan following by taking the trouble to be gracious to his fans.

DOTS -- and dashes...

Billboard of July 27 has a dandy page ad of Dodie Stevens (see left) singing "Miss Lonely Hearts" and "Poor Butterfly." --- Pat Boone is away up among the toppers singing "Twixt Twelve and Twenty" for Dot. --- August is Billy Vaughan Month, for Dot.



KOTA BAHRU, Malaya - Kelantan State's capital, Kota Bahru, is a small town, with not too many transportation facilities, but with a very fine theatre, Cathay Organisation's Odeon. Manager Lim Chin Huat, of the Odeon, knew what he was up against when he presented "The Ten Commandments." He knew that he had an urban population of about 10,000, but he also knew that about 20,000 more lived in an area with a radius of 40 miles. So Manager Lim brought organising strength to the buses, the rather skimpy train service and to whatever other transportation facilities that were available. Main population target was the school children. Main results - over 13,000 schoolchildren and 12,000 adults. Picture above shows some of the actual results.



ODAWARA CITY, Japan - Long, long line of Japanese film fans waiting to see "The Ten Commandments" at the Chuo Theatre here.

"THE TEN COMMANDMENTS" IS THE MOST SUCCESSFUL PICTURE EVER TO PLAY SOUTH AFRICA

Early in July, following one of the most effective advance promotional campaigns in the history of South Africa, "The Ten Commandments" premiered at His Majesty's Theatre in Johannesburg. The results were so electrifying that on July 14th the following statement was issued by Paramount in New York:

> Second week of Cecil B. DeMille's "The Ten Commandments at His Majesty's Theatre in Johannesburg, Union of South Africa, outgrossed the record-breaking first week.
>
> Whereas in the first week the picture played to 94 per cent of the theatre's seating capacity, in the second week it played to 95 per cent of capacity, with 13,300 ticket buyers in attendance at 12 performances.
>
> "The Ten Commandments" already has achieved a reputation as the most successful motion picture to play in South Africa.

Co-ordinator with African Consolidated Theatres, on Paramount's behalf in this impressive performance was Charles P. Juroe, publicity and advertising head in Continental Europe. Mr. Juroe spent several weeks in Johannesburg and his report to New York reveals the comprehensiveness of the presentation. (On Page 39 is a pictorial report of the engagement).



SAO PAULO, Brazil: A precedent was set by this "Ten Commandments" banner across one of the city's main streets in connection with the Ipiranga's premiere of the mighty film.

DRIVE-IN ENGAGEMENTS OF "THE TEN COMMANDMENTS" in the United States continue to provide a staggering array of record-shattering performances. Edward Chumley, in charge of the mighty picture in the U.S. and Canada, issues a daily batch of reports from all parts of North America and the sum-total of these is quite overpowering. In fact, records are not broken: they are, in nuclear terms, 'vaporized.' Even in this day and age, almost three full years after the initial release of the Cecil B. DeMille production, the incalculable potential of this towering film still remains to be realized by most of us.

RIGHT..

NAGAOKA - Japan - This city in Niigata Prefecture, floats advertising balloons high above the populace to tell of the coming of "The Ten Commandments" to the Emerald Theatre.



PARAMOUNT HONORS 12 NEW MEMBERS OF THE "100% CLUB"

Once again Paramounteers of outstanding merit are welcomed to the ranks of the "100% Club." They have won this honor through adherance to the fine and enduring principles of the Club set down as far back as 1925. We congratulate them most sincerely and wish them continuing success.



TRAVIS G.CARR
Booker, New Orleans



HERBERT D.COHEN
Office Manager, Chicago



JOSEPH L.CUTRELL*
Salesman, Charlotte



RALPH W.FRY
Salesman, Dallas



THOMAS F.GOOCH
Head Booker,
Kansas City



CATHERINE A. GROTTICELLI
Head Booker, Pittsburgh



ARNOLD P. LAVAGETTO
Booker, San Francisco



BONITA K.LYNCH
Head Booker,
Minneapolis



EUGENE NEWMAN
Salesman, New York



KENNETH REUTER
Booker, Buffalo



CLIFFORD F.SMILEY
Salesman, Cincinnati



KING TRIMBLE*
Salesman, San Francisco

(*) Cutrell (1953) and Trimble (1952) Previous Members "100%" Club.

It makes little difference how magnificent are our new buildings or how impressive are our private kingdoms. If no answer is found to war, all men will die poor.

Norman Cousins



BUENOS AIRES - One of this city's most famous bookstores is Santeria, and this window given by them to "The Ten Commandments" is one of the very finest we have seen from any part of the world.

The display tastefully conveyed the information that the DeMille picture had premiered at the Metropolitan Theatre.

Cheese is made in some five hundred varieties, notes a Twentieth Century Fund report, and from the milk of many animals. The Lapps and Eskimos make cheese from reindeer milk, the Arabs from camels' milk; llama cheese is popular in the Cordilleras in South America, and zebu cheese in Ceylon and India.

Paramount World insists that the motion picture industry is a more interesting one.



SANTIAGO, Chile - Two chapters of the very enthusiastic reception here to Nat 'King' Cole when the star of "St. Louis Blues" toured this part of the world recently. At top is section of the crowd at Santiago Airport to greet Nat. Below is the flotilla of buses which brought the crowds to the airport, each with two welcoming banners. Coca-Cola participated in this event and got mention on the banners.

FATOS IMPORTANTES NO MUNDO DA PARAMOUNT --- OUTRAS NOTAS MENSAIS

* * * * *

Êste mês, que inicia a segunda metade de 1959, nos coloca em face de uma série de fatos conspícuos, dignos de comentos. Diante dêles podemos averiguar que é importante o progresso das produções Paramount para êste ano. Assinalemos, pois, alguns dos fatos: 1) Estamos certos que, nêstes últimos meses, a Paramount preparou para o seu mercado mundial filmes notáveis, dentre os quais queremos indicar -- por exemplo-- "Os 5 Vintens" de Danny Kaye, e "A Canôa Furou, de Jerry Lewis, que constituem comédias das que não podem falhar como elemento de bilheteria e portanto de popularidade. 2) Sabemos também de o termos apreciado na tela, que o filme "Duelo de Titã" (um belo e condigno título!) de direção e produção de Hal Wallis, é obra destinada a agradar a todos os públicos. 3) Ao lado destas, notamos outrossim "One-Eyed Jacks", trabalho sensacional de Marlon Brando. Aí ficam assinalados três dos grandes fatos ocorridos desde o começo de 59 nos arraiais da Paramount. E há muitos outros a que em outro luger nos reportaremos. Mas cedamos aqui espaço a outras notícias de não menor merecimento.

Queremos agora nos referir à visita que recentemente fizeram aos Estúdios os senhores Balaban e George Weltner, juntamente com proeminentes executivos da companhia. Essa visita, outro importante fato em fôco, teve por fim inspecionar a marcha da produção, passar em revista a maior parte das fitas já terminadas e tomar em consideração os filmes que irão fazer parte integrante do programa de 1960, na sua fase principal. Embora não recebesse a devida propaganda, essa visita terá grande significação no material de exibição da Paramount nos próximos meses. Aos seus efeitos aludiremos futuramente.

Para bem servir os leitores, começamos êste mês uma série de notícias, cujo objeto será o de trazer os amigos no estrangeiro bem ao par do que vai acontecendo na nossa organização. Hoje temos o prazer de informá-los da aquisição da firma de discos Dot Records, que continuará a funcionar e progredir como uma Divisão da Paramount Pictures Corporation. Êste é um fato que, acreditamos, será recebido com aplausos em todos os ramos da Paramount no estrangeiro. No próximo mês temos outra importante notícia a dar, fato que atesta do progresso da companhia.

Segundo publicamos em outra parte, saberão os leitores do enorme sucesso causado pela visita de Danny Kaye à Austrália, para abrilhantar a estréia da sua tragi-comédia "Os 5 Vintens". Danny, que chefia o seu grupo, foi dado como o melhor entretenedor que por ali já apareceu. Por fim, a virtuosidade artística e cômica dêste grande e popular astro da cinematografia fica firmada no estrangeiro. E como prova da sua grandeza e capacidade enriquecedora do seu papel em "Os 5 Vintens", bastará ver o que de boa música moderna êle executa e dirige na tela.

Enquanto isto, para terminarmos estas notas sôbre os grandes feitos paramounteses deste mês, dizemos que o êxito fenomenal do filme "OS DEZ MANDAMENTOS" continua a ser globalmente um fato incontroverso. Nos principais centros cinematográficos do mundo as multidões afluem para apreciar a obra-prima de Cecil B.De-Mille. O efeito, por assim dizer, espiritual, tem sido notável, pois além da parte artística e histórica, tem essa produção mais essa chispa de atração. Mas convém ainda notar-se, concernente ao "showmanship", que os resultados a que aludimos, realmente únicos, muito devem ao esfôrço coletivo das agências da Paramount, que não negaram boa apresentação ao filme. Os frutos, pois, são compensadores.

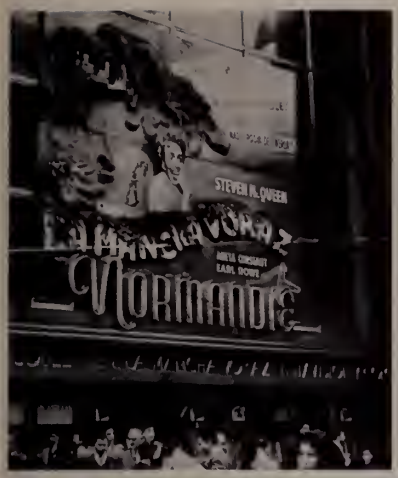


HOLLYWOOD - The eminent Hispanic newspaper writer, columnist and correspondent, Gonzalo de Palacio, visits Hal Wallis' newest 'find,' Joan Blackman, on the set of the Jerry Lewis picture, "Visit To A Small Planet." You are particularly urged to note Joan's standout performance in her earlier (and first) picture -- "Career" -- also a Hal Wallis production. This young lady certainly is going places!



RIGHT

SANTIAGO, Chile - The arrival of Nat 'King' Cole (star of "St. Louis Blues") in Chile was hailed in many ways. Here is a banner crossing Huérfanos Street in front of the Rex Theatre.



BUENOS AIRES - This stunning front of the Normandie, one of the top theatres of the city, is typical of the impact that Paramount's "The Blob" had in this area. Thriller produced one of the best business weeks of the year.



KINGSTON, Jamaica - Two exterior views of the Carib Theatre during the sensational record breaking engagement of "The Ten Commandments." One shows an example of the showmanship of the Palace Amusement Company; the other, an overflow of patrons waiting to purchase tickets for a future showing of the mighty Cecil B. DeMille production.

LATIN AMERICAN SCENE IS PARAMOUNT-PLUS



SAO PAULO - Exterior of the magnificent Ipiranga Cinema as "The Ten Commandments" premiered before one of the most glittering film audiences in all the history of this wonderful city of progress.

The engagement of "The Ten Commandments" at the Carib Theatre, Kingston, Jamaica, B.W.I. (above) lasted for 8 weeks. This was four (4) times as long as the previous best run at this celebrated cinema.



COLON, Republic of Panama - The release of "The Ten Commandments" took place here on June 25th. Earlier, a screening was held for Panamanian notables, all of whom praised the Cecil B. DeMille production lavishly. Among those attending the screening were (above) from l. to r.:Mr. Ivo Forgnone, manager of the Circuitos Unidos of Colon; Mrs. Ana Raquel de Vives, wife of Colon's Mayor; Mrs. Claudia Basan, wife of the Minister of Government and Justice; Mr. Ladislao Sossa, Governor of Colon; and Paramount's Central American Manager, Mario Ghio.

FLASH! Above engagement of "The Ten Commandments" at the Cine Ipiranga proving to be one of the most successful presentations in all São Paulo history.



RIGHT

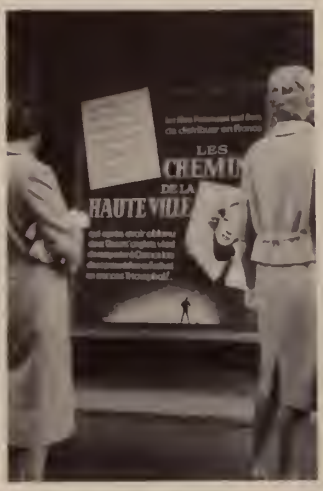
SANTIAGO, Chile - Nat 'King' Cole (star of St. Louis Blues) and Mrs.Cole welcomed at Santiago Airport at start of their Chilean tour. At left is Paramount Manager Juan Laupheimer. At right is Mr. Luis del Villar,Manager of the Rex Theatre. Next to Mr. Cole is Mr. Klinger, his representative in Chile.

The tour was a great success, and "St. Louis Blues" received much attention.



SÃO PAULO - Two notables at the Cine Ipiranga's premiere of "The Ten Commandments." Mrs. Leonor Mendes de Barros,wife of São Paulo Mayor; and Henry B.Gordon - Paramount's Latin American Division Manager.

Gratitude is like business credit: it keeps trade brisk, and we pay up, not because it is the honorable thing to do but because it makes it easier to borrow again.
La Rochefoucauld



PARIS - Special panel in the lobby of the Paramount Theatre indicating Paramount's pride and pleasure in distributing the British awards-winning picture, "Room at the Top" throughout France.



PARIS - One of the 24-sq.-m posters, lighted by night, advertising the Paramount release, "Room at the Top." Picture was shown in French-dubbed version at the Paramount, and in original English with French titles, at the Lord Byron Theatre.

You can find women who have had no love affairs, but scarcely any who have had just one.
La Rochefoucauld

A PARAMOUNT ALL-TIME-GREATEST PARIS HIT



PARIS - Both sides of the massive and most effective display across the front of the Paramount Theatre indicate that "The Story of Dr. Wassell" was being presented again in homage to Mr. DeMills, and was of course one of his very finest "legendary successes." It ran for two wonderful weeks, and as such it followed another of Cecil B. DeMille's great productions, "North West Mounted Police," which also had enjoyed two weeks of most successful presentation at this celebrated cinema.

IL SE PASSE DES CHOSES IMPORTANTES DANS LE MONDE PARAMOUNT

* * * * * * *

Nous voici dans la deuxième moitié de 1959 et nous sommes parfaitement conscient que nous venons d'inaugurer une ère particulièrement heureuse de l'organisation Paramount. Nous savons avec certitude que pendant les mois précédents, nous avons présenté des films qui enregistreront les meilleures recettes que nous ayons jamais connues. Nous savons, par exemple, que des films tels que "THE FIVE PENNIES" avec Danny Kaye, et "TIENS BON LA BARRE, MATELOT" avec Jerry Lewis, seront des films-record. Nous savons encore que des joyaux, tels que : "LE DERNIER TRAIN DE GUN HILL", produit par Hal Wallis, et :"BUT NOT FOR ME", cette comédie qui consacre le triomphe de Clark Gable, sont terminés et prêts à sortir. Et nous sommes convaincu qu'avec "ONE-EYED JACKS" de Marlon Brando, nous avons un des films les plus sensationnels de tous les temps. Il y en a beaucoup d'autres que nous pourrions nommer aujourd'hui, mais ils sont achevés et une grande place leur est consacrée dans les colonnes de ce numéro.

En outre, signalons un fait très important :MM. Barney Balaban et George Weltner, ainsi que d'autres dirigeants de Paramount, ont rendu récemment une visite aux Studios et pendant leur séjour à Hollywood, ont été arrêtés les détails du programme de production s'étendant jusqu'à la fin de 1960. Il s'agit-là, bien qu'on n'en ait pas parlé, d'une visite d'une importance vitale et qui aura d'immenses répercussions sur nous tous. Nous en décrirons les effets dans les colonnes de nos numéros à venir.

Cependant, ce mois-ci, nous commençons une série d'informations destinées à vous tenir au courant de toutes les activités de Paramount dans les domaines autres que la seule réalisation de films. Nous traiterons dans ce numéro du service de Paramount Pictures Corporation: celui des disques Dot. Originalement prévu pour le mois dernier, cet article a été retenu jusqu'à ce mois-ci afin d'être plus complet. Nous avons toutes les précisions maintenant et nous sommes sûr que vous souhaiterez tous une cordiale bienvenue aux membres de l'organisation Dot, en même temps que vous collaborerez activement avec eux. Le mois prochain, nous consacrerons un article rédactionnel à un autre service de l'Organisation Paramount, dont la grandeur ne fait que croître.

Dans le présent numéro, nous avons également un bon rapport illustré sur la tournée de Danny Kaye, qui montrera l'influence que cette visite a eue sur "THE FIVE PENNIES". Danny lui-même a été salué comme "l'un des plus grands amuseurs du monde du spectacle qui soient jamais venus en Australie", et le succès que remporte "THE FIVE PENNIES" est de la même veine. Enfin, l'on a reconnu la virtuosité de cet incomparable acteur international sur une base universelle. Et nous sommes heureux d'avoir une telle qualité artistique dans notre film "THE FIVE PENNIES".

D'autre part, il n'est pas possible de parler de la marche triomphale de Paramount sans mentionner "LES DIX COMMANDEMENTS". Dans le monde entier, ce grand film continue d'être une source de joie pour les publicistes, une source de respect et d'admiration pour les spectateurs et une source d'immense satisfaction pour ceux à qui incombent la responsabilité et l'honneur d'avoir apporté cette production à un monde qui a tant besoin de spiritualité. Les témoignages d'efforts publicitaires qui ont afflué à New-York et à Hollywood pendant les trois dernières années continuent d'arriver d'une manière incessante et nous pensons qu'il en sera de même dans les années qui viennent. Le magnifique esprit de Cecil B. DeMille doit s'en réjouir.



PARIS - More of the effective postering of "Room At the Top" in all parts of Paris. The Paramount release was a big hit in all parts of the French territory.

INTERNATIONAL PERSONALITIES IN THE PARAMOUNT SCENE



BERLIN - A study in expressions at the press reception held in the Hotel Kempinski for visiting notables of the Film Festival. At left is Sophia Loren; at right is Van Heflin, who served as President of the Berlin Festival Jury. In centre is famed columnist Elsa Maxwell. The matter under discussion was not indicated.



SYDNEY - Paramount Managing Director Robert L. Graham, and Norman B. Rydge, Chairman of Directors of Greater Union Theatres, drink a "going away" toast at Kingsford Smith Airport. The travelling one was Mr. Graham, off for a vacation in the U.S. after seeing "The Five Pennies" super-successfully launched in this city - with the entire nation excited about the film.



ATLANTA - Here for an intensive showmanship campaign in connection with "Tarzan's Greatest Adventure," Gordon Scott chats about the local film situation with Paramount Branch Manager Foster Hotard, left, and Sales Manager William R. Word.



HAMBURG - The Man with Two Hats is George Seaton, ace author-director. The Stetson he brought from New York; the Panama was presented to him by Boris Jankolovics (right), Paramount Supervisor for Germany and Belgium. Mr. Seaton had forgotten it during his last Hamburg visit in 1955.

Present visit to Hamburg by Mr. Seaton was in connection with the upcoming production of "The Counterfeit Traitor."



ADELAIDE, Australia - Denis Kiley (above), Paramount manager in South Australia, is this year's president of the Motion Picture Industry Club of South Australia.



CAMBRIDGE, Mass. — Joseph H. Hazen, business partner of Hal Wallis since 1944, has been appointed by the Board of Overseers of Harvard College to membership on the Visiting Committee of the Department of Fine Arts and the Fogg Museum of the College.



KINGSTON, Jamaica - His Excellency the Governor of Jamaica, Sir Kenneth Blackburne, receives a statuette of Moses from Mr. J. S. Smeeden (left) managing director of the Palace Amusement Co. Event coincided with the establishment of an all-time record by "The Ten Commandments" at Mr. Smeeden's internationally celebrated Carib Theatre.



LONDON - Yoko Tani, co-star with Anthony Quinn of the Paramount release, "The Savage Innocents," chats at an Odeon Theatre press reception with Henry Thody, Rome representative of Kemsley Newspapers.



HOLLYWOOD - Three who were materially responsible for the great success in the making of "Last Train From Gun Hill" --- from left: Producer Hal Wallis, Director John Sturges; Co-star Anthony Quinn.



HOLLYWOOD - Among the notables attending the Teen-Preem of "The Five Pennies" at the Wilshire Theatre, were veteran actor Charles Coburn and Tuesday Weld, who of course plays the role of the daughter in the very fine Danny Kaye picture.



TEXT OF MR. BALABAN'S LETTER addressed to the Paramount Pictures Fan Club: "Your letter of April 8 was very thrilling to receive, coming as it did from the Paramount Fan Club, which I believe is unique in the world. We have all heard of you, of course, and it is nice to know that you wish us well.

"Mr. Metori and Mr. Ise have told us of your activities and of your growth and I congratulate you on the excellent progress that you have made and I thank you sincerely for your kindness to Paramount.

"I shall ask our Japanese organization to arrange a prize contest and I shall donate the prize for the best individual work on the part of your members from July 1 to the end of the year. Mr. Ise will no doubt give you further details."

(sgd.) Barney Balaban

The prize contest suggested by Mr. Balaban was duly arranged by Mr. Metori and consisted of a contest for the best Japanese titles for 5 Paramount pictures to be released by the end of this year. The five pictures are:

THE FIVE PENNIES
BUT NOT FOR ME
THAT KIND OF WOMAN
ONE-EYED JACKS
HELLER WITH A GUN

Synopses of the pictures were given in the official magazine of the Paramount Film Club(cover at right), and all rules of the contest included; also the amounts of the three cash prizes were published. Deadline for the contest was July 31st, so we may have the results in time for publication in our next issue. Writing of the contest, Mr. Metori said "I believe this contest will reflect very favorably not only on the members of the Fan Club, but on many others who are not directly connected with it, but who are very good friends of Paramount."



Cover of Issue #72 of "Paramount," the magazine of the Paramount Pictures Fan Club of Japan. Issue particularly highlighted the Dino De Laurentiis-Paramount production of "Tempest," devoting the cover and at least seven pages to this mammoth production.

パ社に相次いで起りつゝある重要事

一九五九年の後半を迎えるに当つてパ社の前途に待受ける輝しい繁栄の時代にこの上なく喜びを感じる次第である。過去数ケ月間にパ社はこれまでに曾つてなかつた程の興業価値豊かな映画の数々をその配給網にのせることが出来た。ダニー・ケイの「ザ・ファイブ・ペニーズ」及びジェリー・ルイスの「船を見棄てるな」等の映画は最高の興収を約束されている。更に完成して封切を待つ作品にハル・ウオリスの「ガンヒルの決斗」及びクラーク・ゲーブルの傑作喜劇「僕は御免だ」等があり、マーロン・ブランドーの「片眼のジヤックス」は記録破りの話題作であることは間違いない。この他にも多数の作品が既に完成、本誌にその詳細が紹介された。

バラバン、ウエルトナー両氏撮影所を訪問

バーニー・バラバン、ジョージ・ウェルトナー両氏以下パ社首脳部一行はこの程撮影所を訪れ、一九六〇年に至る製作計画の詳細について取極めを行つた。パ社首脳部の撮影所訪問については取立てて部外への発表は行われなつたが非常に重要な意義があり、我々一人一人にとつて大きな意味を持つものである。その具体的な現れについては今後数ケ月間に亘つて本誌に記載する予定である。

パ社多角経営の一翼を担うドット・レコード

本誌では映画の製作の他パ社の多角経営のすべてについて諸賢の認識を深めるため今月から順を追つて情報をお送りする。その第一陣はドット・レコードとして知られるパ社の一部門についての紹介である。これについては最初先月号で報告するつもりであつたが、その報告を完全なものにするため今月に繰りのべたものである。本誌では諸賢がドット・レコードのスタッフに対して心からの歓迎を送り能う限りの協力を与えられんことを希望する。来月は続いて偉大な成長を続けるパ社の他の活動部門について報告を行うことを附記する。

ダニー・ケイの濠洲訪問

ダニー・ケイが舞台挨拶のため濠洲を訪問、その模様が写真によつて本号に掲載された。ダニー・ケイ自身は今度の訪問で濠洲を訪問した最大の芸能人と呼ばれ、彼が主演する「ザ・ファイブ・ペニーズ」の成功も素晴しいものであつた。比類なき国際的スターダニー・ケイの真価が漸く世界的に認識されつゝある時「ザ・ファイブ・ペニーズ」に彼の芸術的手腕の真価を収め得たことはパ社として喜びに堪えない所である。

「十戒」に寄せる尊敬と称讃

パ社の前進に対する報告は「十戒」についての報告を抜きにしては完全とは言えない。世界全地域に於いてこの偉大なる映画は興業者に対して喜びを与え、映画ファンに対しては尊敬と驚嘆をそして今、霊性を痛切に必要とする現在の世界に対してこの映画の配給にたづさわる側には非常な感謝をもつて迎えられているのである。過去三年に亘つてニューヨーク及びハリウッドに送られたショウマンシップの実証は今尚絶えることなく世界各地から寄せられているが、我々は今後何年間も引続きこの状態が継続するものと信じている。セシル・B・デミルの偉大なる霊はきつとこの事実に満足して居られるに相違ない。

× × ×



NAGAOKA, Japan - The Emerald Gekijo, in this principal city of Niigata Prefecture, used a multiplicity of showmanship devices to focus attention on its presentation of "The Ten Commandments." Here is a string of Japanese lanterns, each with the title of the Cecil B.DeMille production, stretching down the far reaches of the principal shopping centre. And, according to Paramount Publicity Director T.Ise, "business was wonderful."

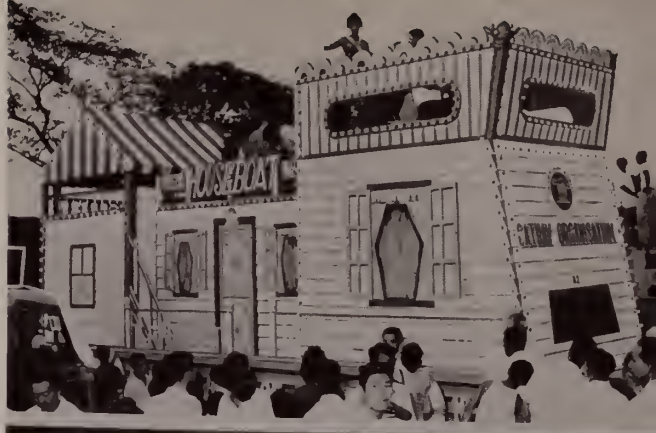
FAR EAST CAMERA GLIMPSES REVEAL TOP SHOWMANSHIP



ODAWARA CITY, Japan - Part of the specially-created lobby display of the Chuo Theatre here when "The Ten Commandments" was enjoying its highly successful engagement here.



HOLLYWOOD - Shuzo Kosugi, newly appointed Hollywood representative for the Japanese publication, "Screen," is a visitor on the set of "Li'l Abner" and is shown around by Leslie Parrish. This comely young lady plays the role of 'Daisy Mae' in the Paramount musical.





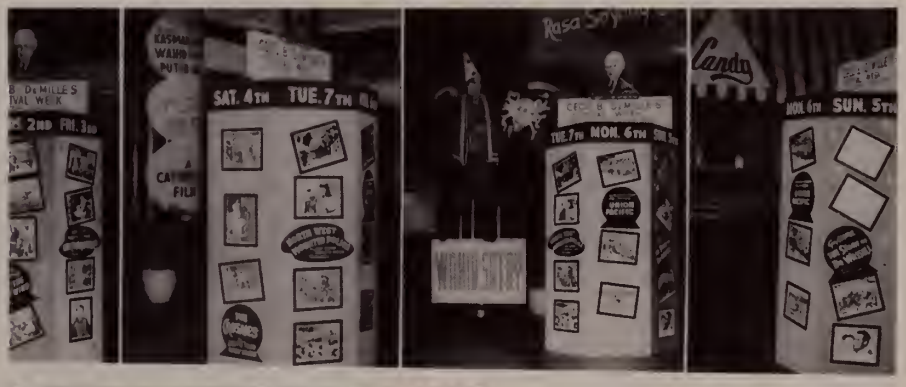
KUALA LUMPUR - Paramount's "Houseboat" was given a thumping showmanship campaign here by the Cathay Organisation. It all became part of the observance of Kuala Lumpur's 100th anniversary. This capital of the new country of Malaya really put on a show, and the float for "Houseboat" was a vibrant part of it. Day and night shots of the float are shown above.

Atop the float on both occasions can be seen Miss Marjorie Jones, a Singapore model who won the "Miss Sophia Loren" contest in that city and was flown 250 miles to take part in the Kuala Lumpur celebrations. In K.L., in addition to taking part in the procession, she appeared at the Cathay Theatre in conjunction with "Houseboat," modelled gowns at a fashion show, was presented to VIPs at a reception given by the Cathay Organisation, and visited various Women's Institutes in town.

Lim Keng Hor's public relations force is certainly hitting on all cylinders.



ALOR STAR, Malaya - Bicycles by the hundreds and patrons by the thousands converged on the Cathay Organisation's Cathay Theatre here when "The Ten Commandments" was the attraction.



SINGAPORE - Here are 4 sides of the rotating septagonal display in the lobby of the Cathay Theatre in honor of the Cecil B. DeMille Festival arranged by Cathay Chairman Loke Wen Tho. The pictures here announced are "Reap the Wild Wind," "Unconquered," "North West Mounted Police," "Union Pacific," "The Story of Dr. Wassell" and "The Plainsman."

The Festival extended through the first week of July and was an inspired and popular success.



RIGHT

MANILA - Highly effective showmanship for "The Geisha Boy," which was an enormous hit at the Avenue (left background). The float carried the rickshaw, and was preceded everywhere in the city by the scooter caravan. Display drew vast crowds everywhere.



SYDNEY - At Kingsford Smith Airport three Australians wave "au'voir" to Paramount Managing Director Robert L. Graham as he departs via Pan-Am for a two months' vacation in the U.S. At right rear is Norman B.Rydge, Chairman of Directors of Greater Union Theatres, with son Alan. Left is George M. Nacard, Paramount's General Sales Manager.



AUSTRALIAN-N.Z. SCENES VIA A PARAMOUNT LENS

SYDNEY - Evidence of the completeness with which the press of this city covered the Prince Edward premiere of "The Five Pennies."



MELBOURNE - This was the scene outside the brand new Barclay Theatre as "The Ten Commandments" completed its 9th month, and proceeded onward for an indefinite stay. It would seem to be a certainty that it will be a year at the Barclay for the Cecil B. DeMille masterwork.



MELBOURNE - Here is the scene inside the Barclay on the occasion of "The Ten Commandments" rounding out,in Norman B. Rydge's beautiful theatre, the 9th month of its stay.

The continuing success of "The Five Pennies" at the Prince Edward Theatre is a source of delight to the entire industry. Always a hit house, the Prince Edward now is enjoying one of its mightiest.



SYDNEY - At the Prince Edward premiere of "The Five Pennies," Danny Kaye chats with two ladies whose husbands contributed greatly to the success of the occasion. In centre is Mrs. Dan Carroll, wife of the managing director of Carroll Musgrove Theatres, of which the Prince Edward is a key house. At right is Mrs. Mel Lawton, wife of the Prince Edward's general manager.



LEFT

HOLLYWOOD - Jerry Lewis is a star who always is eager to know how his pictures are doing around the world.Here he has had the opportunity to learn the Australian and New Zealand story at first-hand from Paramount Managing Director Robert L. Graham.



SYDNEY - The showmanship campaign on "The Buccaneer" was given important prominence on this city's top television station - ATN-Channel 7. Here are a couple of young Australians wearing "Buccaneer" eye patches on the "Capt. Fortune" show, while at the same time putting in a plug for Pepsi-Cola. Mention was made of the showing of "The Buccaneer" at the Prince Edward Theatre.

A top-level contributor to the Australian showmanship success of "The Five Pennies" was Armand Cardea, of the Home Office Publicity Department of Paramount International.

Armand worked day and night for many weeks to make sure that Sydney staff of Jim Williams received advertising samples, book and record clearances, radio tapes and interviews, color requirements and a host of other elements necessary to the successful launching of "The Five Pennies."

A "Well done!" for Armand Cardea.

HOME OFFICE VACATION TIME NEWS

Now that it's July, the vacationers are are stepping out in full force. On the tenth floor, Marguerite Bourdette flew to Florida for two weeks of salt water air and sunshine. "Had a wonderful time in Atlantic City", Ann De Leonardis says. She was there a week. Terry Pucciarelli suntanned for a week at Rocky Point, Long Island. After spending a week at the Concord, Lori Cohen came back to work, then went back there for another week. Helen Dumbra is gone for two weeks, but she didn't say where..... Bob McKeown, mailroom, is golfing with an umbrella and beaching when old man sunshine permits for two weeks. Harriet Miller, George Weltner's secretary, went on a traveling tour for a week from Chicago to the Finger Lakes region where she spent her second week. Everyone on the 11th floor was kidding Jerry Levine about going to Las Vegas for two weeks, and Carl Clausen is spending his vacation at Shelter Island.



This is Ray Durand's daughter Denise, who graduated last month from Hackensack High School. In the fall she plans to go to Fairleigh Dickenson University for a B. S. in Ed.

News Items That Came in Pairs: Both girls in Room 1107 have sprouted engagement rings. Joyce Calderone got her's on June 26 when she became the fiancee of Paul V.Hughes. Rosemary Pascale got engaged on her 20th birthday, July 9, to Neil A. Davino, Jr. She plans the wedding for next September. Joyce hasn't set the date yet.....Richard Goodman left Paramount's Traffic Dept. and his job was taken over by Joe Diana. Stanley Pomerance, ex-4 years in the Navy, took over Joe's job.



BIDDING FAREWELL: Last month it was announced that the girls on the legal dept. floor held a farewell gathering for Bonnie Maltz in Mr. Phillips office. Now we have the photo for you. The smiling faces indicate that everyone is having a good time. L. to R., in the front row, stands Michael Phillips, Gladys Bernstein Semel, Rose Sarfaty, Carol Barry, Bonnie Maltz, Frances Hecht, Carole Leichman, Martha Vargas, Sheila Levine, Benjamin Fincke. The back row shows Bernard Kolman, Mandis Barkstedt, Winifred Newing, Thomas Gibbons, Compton Timberlake, Harold Hill, Richard Colby, George Barry, and Daniel Hynes, Jr.

Three other newcomers are Adrienne Palay, Al Lo Presti's Dept. Marlene Ellis, secretary to Mr. Dunne and Mark Whitcombe in the mailroom.

Incidentally, Leni Hausman just reported that she spent ten days at the Berkshire Country Club, upstate.

--Helen Kwartler



Last month, Bob Guilfoyle and his son Bob Jr., age 12½, competed in the Journal-American bowling tournament against 23 other father-son teams. Although they were among the winners in the semi-finals, the Guilfoyles were foiled in the final contest. But being a semi-finalist in a 350-team competition is itself quite a feat.

BABY GALLERY:



"I'M NOT SO SURE I GO FOR THESE NEW-FANGLED HAT STYLES." The original stylist above is Keith Warren Markbreiter, the nephew of Lori Cohen in Don Nathan's office. His age here is 6 months.



"HEY, WHAT'S GOING ON AROUND HERE," Ann Tiajoloff, Arthur Coehlo's granddaughter wants to know. Ann was born last October. She was photographed in her Hackensack, N. J. home.



"WHEW! I'M SURE GLAD THAT'S OVER." Saul Cooper's year-old son "Thumper" was photographed shortly after receiving his first haircut.



CHARLOTTE - Some more of the Charlotte Paramounteers meet "Tarzan." From left: Stell Lavender, Joyce Willis, Ann Davis, Gordon Scott, Myrtle Parker and Ruth Kirk Brown.



CHARLOTTE, N.C. - Gordon ("Tarzan's Greatest Adventure") Scott makes a call at the Paramount branch here and meets some of those who are doing such a swell job in distributing the thrill film around their territory. From left: Yates Pryor, Jake Neil, Branch Manager Lawrence Terrell, Sara Short, "Tarzan" Scott, Polly Morris, Mildred Hoover, Office Manager Weber Howell.



ATLANTA - Gordon ("Tarzan") Scott has been in film business long enough to know the power of the bookers - and here he's learning of it at first hand. Reading from left we have: Max Price, Office and Booking Manager; Dewey Bentley and Wilbert André, bookers; Gordon Scott; James Hill and Virgil Hopkins, bookers.

Two kangaroos stopped on the street to exchange small talk. "I hope it doesn't rain today," said one. "It's such a nuisance when the children have to play indoors."



AUSTIN,Texas - Carolyn Jones, touring her native state under the public relations guidance of Bob Bixler, field representative, Carolyn Jones is the recipient of a high honor bestowed in the scene above by Governor Price Daniels. This certificate names Miss Jones as "Ambassador of Good Will" and is a particular honor bestowed on outstanding native Texans. Miss Jones was also an Ambassador of Good Will from Paramount and Hal Wallis and told Governor Daniels about "Last Train From Gun Hill" and "Career."

News from the U.S. branches

NEWS FROM MINNEAPOLIS (Continued)

ker. Marge Tunstall, former head inspectress, is very happy now that she is settled down to her job in the booking dept.

Ruth Estrem and Rita Pulling have both had "dreamy" eyes for quite some time but they both admit they do not know for sure how the other party feels about them.

Ann Krekelberg spends all of her spare time taking care of her horses.

-- O. M. Anderson

SALT LAKE CITY Many things have happened here since our last report, so here goes:

We welcomed Don Foster, our new Branch Manager and said farewell to Arnold Shartin who returned to Los Angeles as Branch Manager.

George Alley replaced Al Hemingway who left after 10 years' service,and we wish him a warm welcome as our new booker. Booker-Stenographer Jackie Merritt left to join her husband in Wyoming and Virginia Jensen is our new gal.

Mrs. Foster and the three boys arrived from Kansas City. The gals in the office and wives of the Salesmen and Bookers gathered June 27th and gave luncheon to welcome her. Gene Jones, our Montana salesman, is back on the road, after a few months'illness. Julie Harris, our contract clerk, arrived back to work bright and cheery after two weeks vacation.

P. S. I took a week of my vacation and am looking forward to my other week in August.

--Jo Berry

SAN FRANCISCO As I write this, can't help but wish all fellow Paramounteers could be here to enjoy this lovely sunny California weather we are having. The wind does crop up now and then but even so it is simply heavenly.

Head Booker George Carmone, was amongst the crowd of people who watched Rock Hudson help the conductors turn the cable car on Powell St.

Another believe it or not for Ripley! Dog-sitter Arnold Lavagetto. Yes sirree that's how he spent his vacation. Dog sitting for Ray Lockerman's pooch. It must have done some good though since he has a 100% representation for Paramount Weeks. We're all mighty proud of him as we are of all our Bookers and salesmen who are doing a tremendous job.

We have beautiful flowers in our office from Branch Manager Jack Stevenson's garden.

(Continued on Page 22)

"100% Club" Sentiment

Bonita K. Lynch, Head Booker in Minneapolis, has been elected to the Paramount "100% Club" (see Page 9). She has expressed her sentiments concerning this tribute in words far more eloquent than any editorial, saying:

Dear Mr. Deneau:

It is difficult for me to impart to anyone just how thrilled I was when I received your letter advising me that I had been selected as a member of Paramount's 100% Club. For many years I have watched the progress of those who have been the recipients of this honor and I hope that I can prove to be as worthy as they.

To help express my gratitude, I can only assure you that I shall do everything possible to warrant the faith that you, Mr. Taylor, Mr. McBride and Mr. Myers seem to have in me. Many, many thanks.

(sgd.) Bonnie Lynch



"The Buccaneer" was adjudged the Film of the Month by the ever popular weekly publication, "Tit-Bits." Certificate at the left was awarded to Anthony Quinn as director of the Paramount production. The circulation figure of "Tit-Bits" is 906,334.

PARAMOUNT EVENTS IN THE BRITISH FILM SCENE



LONDON - Very effective display on the Plaza Theatre front for the impressively received "Tempest." Visible also are the queues on both sides of the entrance to the theatre.

Note the line around the marquee reading: "Only On the Big Theatre Screen Can You See Such Colour and Action." This was the keynote of the showmanship campaign in New York, when big space was taken in the TV magazines at the time of the release of "Tempest" at the Capitol.



LONDON - Trio of film notables at the Odeon Theatre press reception in connection with "The Savage Innocents." The three are, from left, Phillip Ridgewell, Russell Holman (Paramount's Eastern production head), and Bernard Charman (Editor, Daily Cinema).

"The Savage Innocents" co-stars Anthony Quinn and Yoko Tani, and much of the film has already been shot in the Arctic Circle. It is an Appia Films Production for release in the United Kingdom by R.F.D., and in the Western Hemisphere by Paramount.



Attending the special invitational premiere of "Tempest" at the Plaza Theatre were, at left, Paramount Managing Director F.E.Hutchinson and Mrs. Hutchinson, and Mr. and Mrs. J. Pattinson. Mr. Pattinson is managing director of 20th Century-Fox Film Corp.



LONDON - Eminent British actor Herbert Lom, who portrayed Napoleon so effectively in "War and Peace," attended the premiere of "Tempest" at the Plaza. (In the background, a photo phenomenon signally pays honor to Tony Reddin.)

Anthony Quinn is here shown with a number of the press representatives who attended the conference on "The Savage Innocents." From left: Phillip Ridgewell, Anthony Quinn, Rosanna Groarke (Reuters), Betty Best (Australian Consolidated Press) and Beryl Ostlere (Reveille).



The following caption appears in The Daily Cinema beneath a large picture of crowds surging around the Plaza Theatre in London, where "Tempest" is playing to such phenomenal business:

Paramount's managing director, Fred Hutchinson, states that throughout its opening weekend at the Plaza, the Dino DeLaurentiis production,"TEMPEST,"played to phenomenal business which has not been equalled at that theatre for years and which brings back the happy memories of the heyday of motion pictures, with vast crowds storming the box-office and queues encircling the building...

"TEMPEST" CRITIQUES: "...The spectacle is superb..." - Evening News. "'Tempest' can be placed among the most formidable of recent epics." -Daily Mail. "With 'Tempest' Italian producer Dino DeLaurentiis follows in the footsteps of DeMille...A strikingly successful essay in the super-spectacular." - Evening Standard.

Royal Variety Premiere for "Five Pennies"

HRH the Duke of Edinburgh has consented to attend the European Gala Premiere of Danny Kaye's "Five Pennies" at the Plaza Theatre, London, on October 21.

Danny Kaye will fly from Hollywood for the occasion.

The art of progress is to preserve order amid change and to preserve change amid order.
Alfred N.Whitehead



BERLIN - Visiting star Sophia Loren is welcomed by Mayor Willy Brandt as she arrives for the famed Berlin Film Festival. In the foreground is Berlin's Golden Book of Visitors, which bears the signatures of many Paramount personalities.



ANTHONY PERKINS will be one of the stars of Alfred Hitchcock's forthcoming shocker for Paramount. Hitchcock, who intends to make the picture in as complete secrecy as possible, has Perkins' promise that he will not reveal the subject matter to anyone not connected with the production. Hitchcock has announced no title as yet, and refuses to confirm or deny rumors regarding the source material. Production starts next month in Southwestern U.S.A.



FRANKFURT - Photograph made on the occasion of the recent visit to the Paramount head office here by Messrs. James E. Perkins, president of Paramount International; and John B. Nathan, general manager for Continental Europe. Picture was made following a press conference in the Hotel Frankfurter Hof and includes editors and guests of Paramount.

From left: Mr. Artemijs Stabins, Chief of Administration; Mr. Erwin Schad, Sales Manager; Mr. Fried Hintz, Asst. Publicity Director; Mr. Nathan; Mr. Perkins; Dr. Liselotte Henckel, editor of Filmblätter; Mr. Boris Jankolovics, Supervisor for Germany and Belgium; Mr.Edmund Luft, editor of Filmwoche and Nachtausgabe; Mr. Norbert Wiesner, editor of Filmecho; Mr. Erwin Kreker, publicist; Mr. Kluge-Lübke,Bildzeitung and B.Z.,Berlin; Mr. Siegfried Kobosil, Asst. Sales Manager; Mr. Günter Schack, Publicity Director.

Grosse Ereignisse bei der Paramount

Mit dem diesmonatigem Eintritt in die zweite Hälfte des Jahres 1959 stellen wir mit grosser Befriedigung fest, dass wir einen Zeitabschnitt nooh bedeutenderer Ereignisse innerhalb der Paramount-Organisation erreicht haben. Wir sind uns der Tatsaohe bewusst, in den vergangenen Monaten einige der geschäftsstärksten Filme erworben zu haben, die es je gegeben hat. Filme wie Danny Kaye's "The Five Pennies" und Jerry Lewis' "Keiner verlässt das Sohiff !" sind von vorneherein Kassenschlager naoh Mass. Fertiggestellt und kurz vor der Auslieferung stehen so einmalige Produktionen wie Hal B. Wallis' "Der letzte Zug von Gun Hill" und Clark Gable's "Bei mir nioht". Wir sind ferner davon überzeugt, dass wir mit Marlon Brando's "One-Eyed Jaoks" (Der Einäugige) über einen der sensationellsten Filme verfügen. Wir könnten noch vieles über unsere anderen Produktionen sohreiben aber darüber steht mehr an anderer Stelle dieser Ausgabe zu lesen.

All das wird nooh durch den kürzlich erfolgten Studiobesuoh unseres Präsidenten Barney Balaban, des Weltverkaufohefs George Weltner und weiterer leitender Paramounteers unterstrichen, bei dem die Produktionsdetails bis weit in das Jahr 1960 hinein zeitlich abgestimmt wurden. Es handelte sich um eine bisher unerwähnte aber für uns alle lebenswichtige Geschäftsreise, deren Auswirkung in den nächsten Monaten in diesen Spalten spürbar werden wird.

In der Zwisohenzeit beginnen wir in diesem Monat mit der Veröffentlichung einer Reihe von Informationen, die dazu dienen sollen, alle mit den uns angesohlossenen Zweigbetrieben der Paramount vertraut zu maohen. In dieser Ausgabe sei die Eingliederung der Schallplattengesellsohaft Dot Records in die Paramount Pictures Corporation erwähnt. Aus Gründen der Vollständigkeit wird diese Meldung erst jetzt bekanntgegeben, und wir sind sicher, dass sie alle die Mitarbeiter der Dot Records herzlich willkommen heissen und ihnen jede erdenkliche Unterstützung zuteil werden lassen. Im nächsten Monat berichten wir dann in gleicher Weise von der Eingliederung einer weiteren Firma in die sich vergrössernde Organisation der Paramount.

Heute können wir einen ausgezeichneten Bericht über die Verbeugungstour erstatten, die Danny Kaye für seinen Film "The Five Pennies" unternahm. Danny wurde in der Presse als "die grösste Unterhaltungskanone" bezeichnet, die Australien je besuoht hat, und der Erfolg des Filmes liegt auf der gleiohen Linie. Damit hat sioh zuguterletzt die Meisterschaft dieses unübertreffliohen Darstellers in einem globalen Ausmass durohgesetzt, und wir können stolz darauf sein, dass soviel von dieser Meisterschaft in unserem Film "The Five Pennies" enthalten ist.

Kein Bericht der Paramount-Erfolge ist jedooh ohne die Erwähnung des Filmes "Die Zehn Gebote" vollständig zu nennen. Auf der ganzen Welt ist dieses Mommentalwerk nooh immer eine Quelle der Freude für die Leute vom Fach, eine Quelle der Verehrung und Offenbarung für die Kinogänger und ein Anlass zur Dankbarkeit gegenüber jenen Verantwortliohen, die diesen Film der Welt gesohenkt haben, die so sehr dieser darin enthaltenen Geisteshaltung bedarf. Der Strom der Unterlagen über die internationale Sohaumannsarbeit, der in den vergangenen drei Jahren ununterbroohen naoh New York und Hollywood floss, wird - so nehmen wir an - für die kommenden Jahre weiter anhalten. Der unvergängliche Geist von Ceoil B. DeMille wird darüber sehr glüoklioh sein. -





The Governor of New South Wales, Lieutenant-General Sir Eric Woodward and Lady Woodward in jovial conversation with Danny Kaye at the theatre.

Danny Kaye escorts Mrs. Marcel Dekyvere, M.B.E. from the Prince Edward Theatre at the conclusion of the premiere of "The Five Pennies" in aid of the Royal Blind Society and the Poliomyelitis and Physically Handicapped Society.



Mrs. Dekyvere, Kaye and Robert L. Graham, Paramount managing director. Kaye was appearing nightly at the Empire Theatre and left the performance to make this special appearance at the Prince Edward's premiere of "The Five Pennies."

Paramount's presentation of "The Five Pennies" at the renowned Prince Edward Theatre was an historical 'tops' so far as dignified showmanship was concerned. It climaxed an advance campaign that won the esteem and admiration of all elements of the populace. It also has developed into one of the mightiest box-office successes in the 36-year history of the Prince Edward.

Preponderantly responsible for this triumph are: Paramount Managing Director Robert L. Graham, Prince Edward's General Manager Mel G. Lawton, and Paramount's General Sales Manager, George M. Nacard, and Advertising-Publicity Mgr. Jim Williams.



Helen Brown, polio victim whose own life story parallels that of Dorothy Nichols, presents flowers to Lady Woodward in the Prince Edward foyer.

RIGHT

At the after-premiere party hosted by Robert L. Graham. From left: General Sales Manager George M. Nacard and Mrs. Nacard; Secretary-Treasurer James A. Sixsmith; Danny Kaye; Mr. Graham; Advertising-Publicity Manager Jim Williams.





ATLANTA - Visit of Gordon ("Tarzan") Scott to this branch is continued from the photo on Page 6, because more people have gotten into the act. Shown here, from left, Louise Cathy, Grace Bramblett, Frankie English, Peggy Bryant, Gordon Scott, Mary Jane Speers (rubbing noses with "Tarzan" --- say, what's this gal got?), Barbara Darnell, Patsy Smelley, Nina Abrams, Barbara Daws and Frankey Dulaney.



DENVER, Colorado - This lovely city, quite a ways away from the sea, and about a mile up in the clouds, had this 'ship' cutting a wide wake through its broad streets in the interest of "Don't Give Up the Ship." This particular 'Navy' was acting under the directives of the enterprising Denham Theatre, where the Jerry Lewis comedy stacked up fabulous business.

COUPLE OF "CAREER" PLAYERS

Hal Wallis' production of "Career" is one of the finest star-studded films in years. In addition to the expressive Shirley MacLaine and Dean Martin here shown, it has Anthony Franciosa, Carolyn Jones, Donna Douglas and Joan Blackman, with Joseph Anthony's direction.



Those drive-in bulletins of business issued daily by Ed Chumley indicate the fabulous business continually being registered by "The Ten Commandments."

There is no limit to the good man can do if he doesn't care who gets credit.
-Anon





SAN FRANCISCO - Here are happy pictures of the five children of George Carmone, head booker. The girls are Elizabeth and Carole, and the boys are Ronnie, John and George Jr.

Living on a budget is the same as living beyond your means except that you have a record of it.
American Legion Mag.

News from the U.S. branches

SAN FRANCISCO NEWS CONTINUED FROM PAGE 18

Speaking of gardens, I believe one of the prettiest I have seen is Mr. & Mrs. Cole's. She is our Cashier.

We all hope Office Manager Jack Hurley and Miky Shanberger are having a wonderful time during their vacations. We do not know where Jack is, but Miky is visiting friends in Southern California.

Oriette Philpott, Booker's typist is having a very difficult time with her diet. Seems she has put on more weight since she started it. Perhaps it's those potato salads she can't resist.

Ledger Clerk Daisy Kehoe and her husband visited their daughter, son-in-law and grandchildren on Father's Day and took pictures of their handsome grandsons. Hope we get some for Paramount World.

School is out and you should have seen all the children lined up for tickets to see "TARZAN'S GREATEST ADVENTURE" at the Golden Gate Theatre. Grosses tell the story better than I ever could.

Anyone want to give away some golf balls? It's to cheer up Salesman "Andy" Anderson. Seems a chain letter he got some time ago promised that if he did not break the chain he would receive 100 golf balls. Alas! Poor Andy received only one and this from a fellow Paramounteer. We're not talking. C'mon fellow golfers, let's make Andy happy again.

--Esther Richter

Many-Charactered

Formerly titled "Jovanka," the production being made in Europe for Paramount Pictures by Dino DeLaurentiis will reach the screen under the title of JOVANKA AND THE OTHERS.

Presently cast in the picture are Silvana Mangano, Van Heflin, Vera Miles, Barbara Bel Geddes, Steve Forrest, Harry Guardino, Richard Basehart and Alex Nicol. Martin Ritt is the director.

ATLANTA

The current trend of business in the Atlanta Branch gives indications of a (money) summer. It started with TARZAN'S GREATEST ADVENTURE, which is grossing beyond all expectations. To help launch this vehicle, we had the able assistance of the personable Gordon Scott (TARZAN) himself. Gordon proved himself to be an outstanding showman, in addition to his acting abilities, and was received in each city by tremendous crowds wherever he made a personal appearance. The enthusiasm was shown at the Box Office.

Jerry Lewis' DON'T GIVE UP THE SHIP opened in our key situations over the weekend and initial results indicate this to be one of Jerry's outstanding Box Office pictures. With these two features currently on the theatre screens in our territory, we are looking forward to Hal Wallis's LAST TRAIN FROM GUN HILL, which should be another proven bonanza for our money customers during the summer months.

THE TEN COMMANDMENTS opened in 25 of our largest drive-in theatres over the July 4 weekend and this truly outstanding motion picture has again proven its box office value with record breaking grosses. The salesmen in Atlan-

(Continued on Page 32)



CHICAGO - Being interviewed in the lobby of the Great Lakes Naval Station Theatre is Dina Merrill, featured player in "Don't Give Up the Ship." Bill Brambull of Radio Station WRIT is doing the interviewing. At left are Joe Reynolds, Towne Theatre, Milwaukee, and Everett Olsen, Paramount Pictures representative.

U.S.-CANADA SCENE ACTIVE WITH PARAMOUNT DEVELOPMENTS



BIRMINGHAM, Ala. - Visiting the local zoo while here on a showmanship tour in connection with "Tarzan's Greatest Adventure," the film's star, Gordon Scott, 'talks' to an Asiatic tiger in its own language. Looking on (and knowing the language because this is a 'Southern' Asiatic tiger), is Birmingham Mayor James Morgan.



NEW YORK - Joni James, popular singer, and her bandleader husbane, Tony Aquaviva, being announced as attendees at the Capitol Theatre premiere of the Danny Kaye picture, "The Five Pennies."



NEW YORK CITY - Speaking at the US-Canadian meeting in Home Office, Adolph Zukor, founder of our company, said: "If a person isn't optimistic he has no right to be in show business." Others in the picture above are Gordon Lightstone, Barney Balaban and, at right, Sidney G. Deneau. In foreground, facing away from camera, Syl Gunn and Mickey Stevenson.



LOS ANGELES - Throughout the KABC-TV week-long salute to Danny Kaye and "The Five Pennies," Chef Milani went all-out in talking about the picture and displaying the "Five Pennies" one-sheet. The musically inclined Chef gave up his mandolin for the week and, emulating Danny, took up the cornet. Daily he gave away tickets to the show and copies of the book. All week, his emphasis was on dishes that could be prepared for "pennies." All of his recipes were "O-Kaye Dishes."



LOS ANGELES - Sixteen-year-old Salvation Army musician Robert Gregg is shown receiving from Susan Gordon, the new Selmer trumpet he won in contest over 250 aspirants. Trumpet was grand prize in "mystery trumpet" contest conducted over Radio Station KABC in connection with the annual Southern California Salvation Army Festival. Selmer trumpet was the prize for guessing the identity of the mystery trumpeter. Shown with the two young people are Bob Hall of KABC and Col. William J. Parkins, Salvation Army Commander for Southern California.



LOS ANGELES - This well-marked vehicle, with its cheesecake cowgirl crew, toured the city in the interests of "Last Train From Gun Hill."

"THE WORLD OF SUZIE WONG," best-selling novel (and Broadway hit) by Richard Mason which Ray Stark will produce under his World Enterprises Inc. banner for Paramount release, has been printed in nine foreign languages.

Versions have been brought out in Denmark, Holland, Finland, France, Germany, Italy, Norway, Sweden and Argentina.



COPENHAGEN - Some of the top bookstores here gave very effective displays in connection with the presentation of "The Black Orchid" at Dagmar Teatret. This was the display in the store of Engelsen and Schroder on the Frederiksberggade.



COPENHAGEN - Here was a fine window tie-up for "The Black Orchid" in the shoe shop City Sko, on the Ostergade.

We often do good that we may do harm with impunity.
LaRochefoucauld



COPENHAGEN - A most effective view of the front of the Dagmar Theatre during the highly successful engagement of "The Black Orchid." Elsewhere we have individual shots of some of the resultsful showmanship devised by Manager John Aarshoj in connection with this engagement.

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STORA SAKER PÅ GÅNG I PARAMOUNTVÄRLDEN

* * * * * * * * *

Den här månaden, då vi går in på andra halvåret av 1959, kan vi glädja oss åt flera stora händelser inom Paramount. Under de senaste månaderna har vi fått färdiga några av de största kassafilmer vi någonsin haft, såsom Danny Kaye-filmen "The Five Pennies" och Jerry Lewis-filmen "Don't Give Up the Ship". Färdiga för premiär ligger redan sådana pärlor som Hal Wallis "Sista tåget från Gun Hill" och Clark Gable's succékomedi "But Not For Me". Det är också vår övertygelse, att vi i Marlon Brando's "One-Eyed Jacks" har en av de sensationellaste filmer som någonsin gjorts. Vi skulle kunna nämna många fler filmer, som redan är färdiga. Om dem kan ni läsa i spalterna i det här numret.

Paramountcheferna Barney Balaban och George Weltner har - i sällskap med flera andra prominenta Paramountdirektörer - nyligen besökt ateljéerna för att utforma produktionsplanerna för en avsevärd tidsperiod in på 1960. Detta besök har ett vitalt intresse för alla och en var i branschen och verkningarna av det kommer att kunna läsas i våra spalter de närmaste månaderna.

I det här numret börjar vi en serie artiklar för att hålla er à jour med andra grenar av Paramountorganisationens verksamhet än filmproduktion. Paramount Pictures Corporation har ett separat dotterbolag - Dot Records - som säljer grammofonskivor. Egentligen skulle vi ha talat om alla detaljer redan i förra numret, men vi höll inne med dem för att rapporten skulle kunna bli så fullständig som möjligt. Vi vet, att ni kommer att önska medlemmarna i Dot Records-organisationen hjärtligt välkomna och att ni kommer att samarbeta med dem på bästa möjliga sätt. I nästa månad får ni läsa mera om ett annat företag som tillhör det växande Paramount.

Danny Kaye har rest runt i Australien i samband med premiären på "The Five Pennies". Danny hyllades såsom "den störste artist som någonsin besökt Australien" och framgången för "The Five Pennies" är given. Äntligen har denna oförlikneliga artist blivit internationellt erkänd över hela världen. Vi har tur som har en film som "The Five Pennies", där han får visa hela vidden av sitt konstnärskap.

Ingen redogörelse om Paramounts framgångar är fullständig utan att närma något om "De tio budorden". Överallt i världen är denna storfilm en glädjekälla för bran-



Paramount's organization in Denmark continues to use all of the effective ways in which to keep attention focussed on the Popeye Cartoons. Here's one of them.

schens folk, en upplevelse för biopubliken och en belöning för dem, som vågade ge en materiell värld en film av sådan resning. Ännu efter tre år strömmar otaliga vittnesbörd in härom till New York och Hollywood, och vi tror att de kommer att fortsätta att strömma in många år till. De skulle alldeles säkert glädja Cecil B. deMille, om han kunde ta del av dem.

oooOooo



COPENHAGEN - Two phases of the expert showmanship campaign for "St. Louis Blues." At top the front of the Metropole Theatre; below, an ace window in Illums, one of the world's top specialty stores.



AMSTERDAM - Press conference for Clark Gable at the Hotel Kasteel Oud Wassenaar, where the star, Mrs. Gable and their two children stayed during their 3-day visit to Holland. Paramount's Odette Ferry is seated to the left of Mr. Gable; Paramount's Netherlands Manager K.Wijsmuller to the right of Mrs. Gable.

TOP PARAMOUNT HAPPENINGS IN THE CONTINENTAL SCENE



BERLIN - Day and night views of the advertising pylon on the Kurfurstendamm announcing the two American films shown at the Berlin Film Festival. MGM's "Ask Any Girl" being the official U.S. entry in the Festival is shown in the upper position. The Paramount contribution to the Festival, by invitation, was "That Kind of Woman," shown nearer to the people in the street. This commanding advertisement was the only one allowed on the centre strip of Berlin's famous boulevard.



BERLIN - Press conference at the Hilton Hotel during the Continental survey tour of Messrs William Perlberg and George Seaton in the interests of their forthcoming Paramount productions. From left: Berlin Branch Manager Richard Heyer, Mr. Perlberg, Mr. Seaton, Publicity Director Schack, Branch Publicity Manager (Hamburg-Berlin) Rochau. Mr. Perlberg is addressing a gathering of editors and journalists of every Berlin paper, radio and trade press.

RIGHT

BERLIN - Eric A. Johnston, president of the Motion Picture Association of America (centre) arrives at Tempelhof Airport for the Berlin Film Festival, and is greeted by Dr. Alfred Bauer, Festival Director, at left, and by Boris Jankolovics, Paramount Supervisor for Germany and Belgium.



ROME - "The Ten Commandments" was awarded a Blue Ribbon by the Association Cinematographic Press in Rome as "the biggest grossing film of the 1958/59 season."

Photo above, taken at the Old American Restaurant on June 30th last, shows Anita Ekberg presenting the Association's scroll to Paramount Sales Manager Renato Cammarota. At the left is actor Emilio Cigoli. In rear of the citation is Ugo Ugoletti, Head of Consorzio Stampa Cinematografica, and also Editor of Araldo dello Spettacolo.

Taormina Triumph....

Continental General Manager John B. Nathan reports receipt of the following cable from Italy's General Manager Pilade Levi regarding the triumph of "Houseboat" at the Taormina Film Festival in Greece:

"HOUSEBOAT" GREAT SUCCESS AT TAORMINA. PICTURE WAS SHOWN IN GREEK THEATRE AND WAS FOLLOWED WITH GREAT INTEREST. APPLAUSE THROUGHOUT THE PICTURE, AND GREAT APPLAUSE AT THE END. COMMENTS OF CRITICS AND EXHIBITORS PRESENT ARE EXCELLENT. GENERAL OPINION IS THAT PICTURE IS EXCELLENT AND WE EXPECT SPLENDID COMMERCIAL RESULTS.

- LEVI



PARIS - With the British production, "Les Chemins de la Haute Ville" ("Room at the Top") continuing to be such a huge success here, the scene above is a nostalgic return to the visit made by Laurence Harvey, star of the film, at the time of the premiere. Shown informally at Le Bourget Airport, are,from left: James Woolf, producer of the picture; Paramount publicist Odette Ferry; Mr. Harvey; and Marcel Hamel, Paramount traffic manager.



All around the world "The Ten Commandments" continues to be The Greatest Spiritual, Inspirational, Entertainment and Commercial Success of All Time.

ROME - "Breath of Scandal," Ponti-Girosi production for Paramount, which has been shooting in Vienna since June 8, began the Rome phase of its filming July 18 at Cinecitta Studios.

Sophia Loren, Maurice Chevalier, John Gavin and Angela Lansbury are the stars.

Set in the Austria of 1910, "Breath of Scandal" is about a beautiful princess who has a romantic interlude with an American.



ROTTERDAM - "St. Louis Blues" was given very effective showmanship in this important Netherlands city. One of many wondows was this fine one at the Bijendorf Dept. store.



ROTTERDAM - Following his arrival in Holland on July 4th, Clark Gable discusses his travel and press relations schedule with Paramount Manager K. Wijsmuller (centre) and Publicity Manager G.Tollenaar.



Showmanship was given a full and complete work-out in Holland with "St. Louis Blues." Manager K.F.J. Wijsmuller certainly went 'All out' with this one. Every major music store in the nation was alerted, the one above being the well-known Amsterdam record-bar, Disco Corner. Campaign book on the picture reveals many of the store tie-ups, wealth of printed publicity, fine advertisements, distribution of many thousands of postcards, vast use of the film's music on radio and television, and very profitable tie-ins with noted orchestra leaders.

ER STAAN BELANGRIJKE DINGEN TE GEBEUREN IN DE PARAMOUNT WERELD

* * * * * * * * * * * *

Deze maand, aan het begin van de tweede helft van 1959, zijn wij ons met vreugde bewust van een tijdperk van een nòg belangrijker grootheid, die op rekening van de Paramount organisatie komt. Wij zijn ons zeer wel bewust van het feit, dat wij er gedurende de afgelopen maanden een aantal van de beste commerciële films bijgekregen hebben, die wij ooit hebben gekend. Wij weten, dat films als Danny Kaye's "The Five Pennies" en Jerry Lewis' "Don't Give Up The Ship" gemaakt zijn om top-recettes mee te behalen. Wij weten, dat er juwelen van films voltooid en klaar voor release zijn, zoals Hal Wallis' "Last Train From Gun Hill" en de Clark Gable komedie "But not for me". En wij zijn er van overtuigd, dat wij een van de meest sensationele films aller tijden hebben in Marlon Brando's "One-Eyed Jacks". Er zijn er nog veel meer dan wij op dit moment kunnen opsommen, doch zij zijn alle reeds klaar en U kunt er in de kolommen van dit nummer over lezen.

Ter aanvulling van dit alles is het feit, dat de Heren Barney Balaban en George Weltner, zowel als andere prominente figuren, kortgeleden een zakenreis naar de studio voltooid hebben, waar men produktie details besproken heeft voor een periode tot ver in 1960. Dit was een hoogst belangrijk bezoek, waar men van te voren echter geen ruchtbaarheid aan gegeven had, een bezoek waaraan ieder van ons een enorme betekenis hecht. De resultaten ervan zullen in de komende maanden in onze kolommen vermeld worden.

Ondertussen maken wij deze maand een begin met een artikelen-serie, bedoeld om U kompleet te informeren omtrent de andere takken van de Paramount organisatie, naast de vervaardiging van films. Ons onderwerp voor dit nummer is de afdeling van Paramount Pictures Corporation, genaamd Dot Records. Oorspronkelijk bedoeld voor de vorige maand, werd het artikel aangehouden voor dit nummer, teneinde het een zo volledig mogelijk verslag te doen zijn. Wij geloven, dat dit nu het geval is, en wij weten, dat U de leden van de Dot Records organisatie een hartelijk welkom zal heten en hen alle mogelijke medewerking zal verlenen. De volgende maand zullen wij een soortgelijk redactioneel artikel wijden aan een andere afdeling van de grote en steeds groeiende Paramount organisatie!

Wij brengen deze maand ook een interessant foto-verslag van Danny Kaye's tournee, en van de enorme invloed, die hiervan is uitgegaan voorzover het "The Five Pennies" betreft. Danny, die een kontrakt in Australië had, is daar geprezen als "De grootste komische artist, die ooit Australië bezocht heeft", en het succes van "The Five Pennies" staat daarmee op gelijke hoogte. Ten lange leste wordt de enorme virtuositeit van deze weergeloze internationale artist over de gehele wereld erkend, en wij prijzen ons zeer gelukkig, dat wij zoveel van deze artisticiteit in het filmwerk "The Five Pennies" hebben kunnen tonen.

Geen verslag over Paramount's vooruitgang is echter kompleet, zonder vermelding van "De Tien Geboden". Over de gehele wereld blijft deze film nog steeds een bron van vreugde voor publiciteitsmensen, een bron van verering en een wonder voor het bioscooppubliek, en een bron van grote dankbaarheid jegens de makers, die deze produktie gegeven hebben aan een wereld, die een geestelijk leven zo zeer nodig heeft. De verslagen van de publiciteitscampagnes, die in de afgelopen drie jaar de kantoren in New York en Hollywood zijn binnengestroomd, blijven nog steeds binnenkomen, en wij verwachten wel, dat deze stroom zeker nog een aantal jaren zal blijven aanhouden. De verheven geest van Cecil B.De Mille moet hierover zeer gelukkig zijn.

Tribute from Tibet...

After three months of seclusion in India's hill resort of Mussoorie, Tibet's self-exiled Dalai Lama, 24, broke his routine to witness a spectacle that strongly reminded him of his own people's bondage under the Red Chinese invaders. The attraction: The Ten Commandments - Cecil B. DeMille's twice-filmed picturization of Moses' struggle against terror and tyranny. The movie won a rave notice from the God-King: "I liked it very much. I was greatly moved."

-Time Magazine

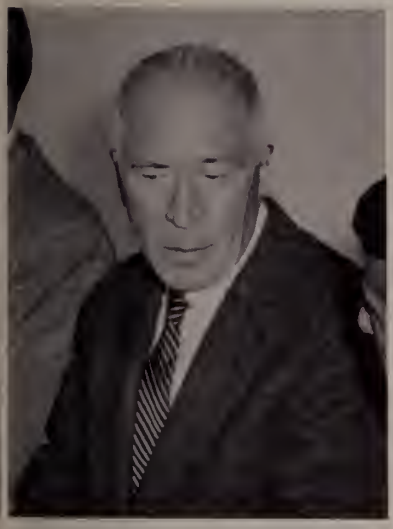


Conference on the set of "But Not For Me." The participants: star Clark Gable, at left, and co-producers George Seaton, in centre, and William Perlberg. Outcome: one of the fastest and funniest comedies out of Hollywood in many a long year.



First-hand news of Australia's preferences and requirements is received by Paramount studio head Jack Karp (r.) from Robert L.Graham, Paramount managing director in Sydney. In addition to indicating Australian - and also New Zealand - reactions to recent Paramount product, Mr. Graham was also able to give a first-hand report on the enormously successful reception accorded Danny Kaye at the outset of his engagement in Australia, and also on the equally successful reception won by "The Five Pennies" at the Prince Edward Theatre, Sydney.

PARAMOUNT PROJECTS TOP THE HOLLYWOOD CINEMA SCENE



Sidney Justin

A Paramounteer since 1930, and a member of the company's legal department for that period, Sidney Justin has been named executive assistant to Jack Karp, recently made the company's vice-president in charge of the studio. In addition to his new duties, Justin will continue as resident counsel and head of the studio legal department, a post he has held since 1946.

Sidney Justin is well known to a great many Paramounteers around the world, all of whom must be very pleased over this new success note in his career.



Susan Gordon, featured member of the cast of "The Five Pennies," is one of the hostesses at the Teen-Preem of the picture at the Wilshire Theatre here. Showing was followed by an ice-cream party at Blum's in Beverly Hills, locale of the above scene. Susan, arms folded, is in centre.

Plans for the production of "The Mountain Is Young," based on Han Suyin's famous book, continue to be quite hush-hush -- but terrific!



Here is Jack Karp, studio head, in a somewhat different role. Here he's attending the Paramount Studio Club's 24th annual Summer Picnic at Sunland Park on July 11th. At right is Eugene J. Zukor, and in rear centre is Pat Moore, Picnic Chairman. A fine day and a fine spirit contributed to a most happy event. In all, 1,300 of the studio's employees and their families attended the all-day affair.



Joan Blackman meets Mr.K.Misu (centre),Chairman and President of Misu Enterprise Co.; his publicity manager,Mr.Masuzawa,left, and Mr.Takarada, Shochiku rep. in Los Angeles. They are on set of "Visit To A Small Planet."



The star-studded cast of Hal Wallis' "Career" have delivered for Paramount a tingling drama of that never-ending kaleidoscope called Broadway.

Audiences everywhere are going to have their dramatic senses reel under the impact of rememberable performances by Dean Martin, Anthony Franciosa, Shirley MacLaine, Carolyn Jones and a poignantly etched portrayal of a country girl who puts love ahead of everything, delivered in a screen debut by Joan Blackman.

"FAIBLES FEMMES" IS JOLLY GOOD FUN..... 'TRÈS JOLLY!'

From all over the world has come the plea - "Give us fast-moving, light-hearted pictures about young people, for young people." Well, here's the answer - and it's a honey! It is called "Faibles Femmes," in English, "Women Are Weak!"

Says who? See it - and love it - and form your own point of view.



This actually happens to our hero in this joyous picture, and it should happen to you -- but probably won't. Three luscious gals - as luscious as France makes 'em - tackle one lone but not so defenceless male.



Do you imagine he's asking why she doesn't "drop in" sometime. He is, but you have to see the picture to get the inflection.



These are the three young mistresses of the art of giving a brash and rather conscienceless young man a really tough time. And boy! how you are going to love the three of them!



When they named that lonely Pacific island Bikini, they just did not know the places the name was going to lead to.



This swimming pool scene is quite without a precedent. What this guy says to this gal is nobody's business -- but the whole darned audience all around the pool hears it, including her husband.



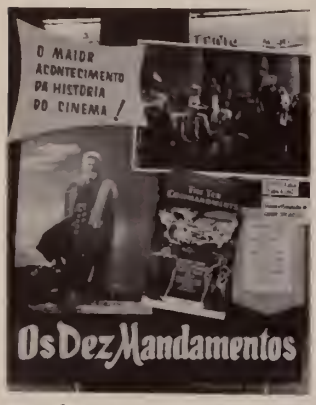
This chap at right is the most brazen imposter ever to whisper sweet 'plenties' to a convent-educated, but still rather worldly, young girl.

"FAIBLES FEMMES," one of the happiest films we have seen in any language, is in French for those territories requiring that language, and in English for others.

Paramount is distributing the picture in the United Kingdom, Australia, New Zealand, Eire, Singapore, Hongkong, India, Pakistan, South Africa, the American Continent south of the Rio Grande, most Caribbean areas.

Stars are Mylene Demongeot, Pascale Petit, Jacqueline Sassard et Alain Delon.

Jack Oakie returns to Paramount for an important role in the Perlberg-Seaton production, "The Rat Race," which starts in September. Tony Curtis and Debbie Reynolds are the film's stars.



SÃO PAULO - One of the impressive standees for "The Ten Commandments" in the lobby of the Ipiranga Theatre.



SAO PAULO - Speaking to the audience from the stage of the Cine Ipiranga, Latin American Division Manager Henry B. Gordon thanks Mrs. Leonor Mendes de Barros, President of the Sao Paulo Association for the Prevention of Tuberculosis for the magnificent gala premiere of "The Ten Commandments" the night of July Tenth.



SÃO PAULO - Close view of the Ipiranga Theatre's banner for "The Ten Commandments" viewed at close range. There is a longer shot of this showmanship on Page 8. Both photographs are powerful evidence of the tremendous industrial and business growth of São Paulo.

IMPORTÁNTES ACONTECIMIENTOS OCURREN EN EL MUNDO PARAMOUNT

* *

En este mes, en que tarmina la primera mitad del año 1959, los augurios para el segundo semestre no pueden ser más optimistas pare la grandeza y progresos de la organización Paremount. Esto se debe, principalmente, a que tenemos en nuestras manos películas de una calidad como jamás se había visto en la pantalla, tanto por su belleza, como por su fuerza de atracción taquillera. Tenemos, por ejemplo, una película como "Las cinco monedas" ("The Five Pennies"), en la cual Danny Kaye se supera a sí mismo. "Capitán sin barco", una comedia en que Jerry Lewis repite las desopilantes bufonadas que le han ganado millones de admiradores. La obra maestra de Hal Wallis, "El último tren", atraerá al público a la taquilla como ninguna otra película de su género lo había logrado. "But Not For Me")"Pero no para mí") es una película cómica en la que Clark Gable vuelve a sus mejores tiempos. Tenemos la plena seguridad de que la película de Marlon Brando "One-Eyed Jacks" ("El rostro impenetrable"), es de lo más sensacional del género dramático que ha salido de los estudios de la Paramount, o de cualquiera otra productora. Podríamos alargar esta lista hasta agotar el espacio que tenemos disponible, pero las películas mencionadas bastarán para dar al paramountista una idea del producto de que dispondrá en los meses venideros... Los señores Barney Balaban y George Weltner han visitado recientemente el estudio para sentar las bases que han de regir el programa de producción hasta bien entrado el año 1960. Poco se ha hecho público de esta visita, pero no hay duda que es de tremenda importancia para todo paramountista, como se manifestará en los meses venideros. . . En el número de esta publicación que el paramountista tiene a la vista, empezamos a informar acerca de otras actividades de la Paramount al margen de la producción de películas. Nuestro asunto hoy es el que se refiere a la División de la Paramount Pictures Corporation, que tiene por nombre Dot Records. Nuestro plan era informar acerca de Dot Records en nuestro número anterior, pero preferimos aplazarlo para hoy a fin de poder dar un informe más completo y detallado. Aprovechamos esta coyuntura para dar a los miembros de Dot Records una calurosa bienvenida y les ofrecemos nuestra más efusiva cooperación. En el próximo número daremos al paramountista informes igualmente interesantes de otra división de le cada día más grande y creciente organización Paramount. . . Danny Kaye, el actor de la simpatía, está efectuando una jira de presentaciones personales relacionadas con el estreno en innumerables teatros de "Las cinco monedas". Su periplo se ha extendido e la lejana Australia, en donde este formidable drama sentimental, con facetas de la más pura comedia, he sido un triunfo que ha llegado el corazón del público y ha dado a su protagonista le fama de artiste típicamente universal. . . No podemos terminar este informe mensual sin referirnos, una vez más, a los triunfos que en todo el mundo sigue cosechando "Los Diez Mandamientos", los cuales afectan no sólo al público, sino a los exhibidores, y a los paramountistes todos, cuyo "showmanship" se manifiesta en la taquilla avalado por la grandeza de una película en la cual paraca flotar el espíritu de su gran animador, Cecil B. DeMilla, autor de esta monumento qua perdurará mientras exista el Séptimo Arta en al mundo.

Cable from São Paulo...

"TEN COMMANDMENTS" OPENING JULY 15 COMPLETE SELLOUT. EACH SHOW RECORD GROSS. ADVANCE SALES TWO DAILY RESERVED SEAT PERFORMANCES COMPLETELY SOLD THROUGH SUNDAY AND UNRESERVED MORNING MATINEE TODAY COMPLETE SELLOUT. HUNDREDS OF PEOPLE TURNED AWAY ALL SHOWS. PUBLIC REACTION SIMPLY UNSURPASSABLE. OUR SAO PAULO MANAGER, MIGUEL MANCINI, DID SUPERB JOB

GORDON & DUNLAP



SÃO PAULO - Group in the foyer of the Cine Ipiranga on the night of the charity gala premiere of "The Ten Commandments" on July 10th. The organization benefitting from the premiere was the São Paulo Association for the Prevention of Tuberculosis.

From the left: Dr. Florentino Llorente of Cia Serrador; Mrs. Sofia Almeida de Ataide, member of the Association; Mr. Adhemar de Barros, Mayor of São Paulo; and Mr. Henry B. Gordon, Division Manager for Latin America, flanked by Mr. and Mrs. Michele Angelo Mancini, Manager of São Paulo Branch of Paramount.

Soundtrack Sets Mood of "The Five Pennies" Campaign

But all devices from paperbacks to magazine space have role in promotion of Danny Kaye vehicle



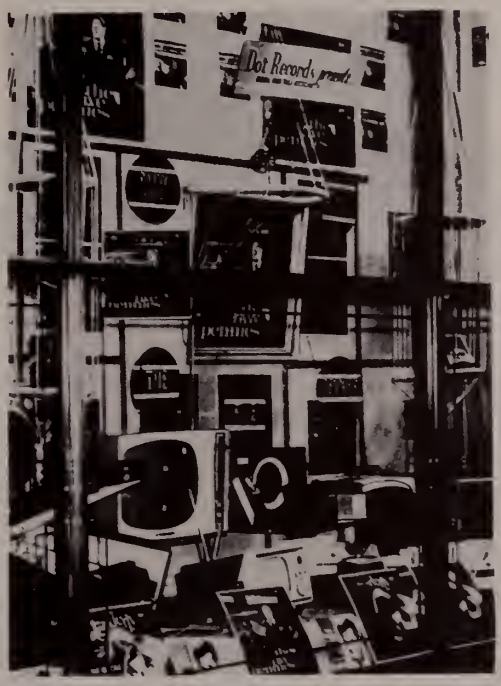
THE sound track music of Paramount's "The Five Pennies," starring Danny Kaye, has become the fountainhead of a saturation promotion campaign aimed at making this Summer release the "blockbuster musical of the year."

In every promotional sphere—in newspapers, magazines, on radio and television, in tieups and advertising—the dominating factor in Paramount's campaign for this film biography of a jazz "great" has been its exciting, happy music. Even *Life* magazine, in its recent two-page layout on the film, stressed the music theme.

Figuring importantly in the promotion of the film is Dot Records' "The Five Pennies" sound track album featuring Danny Kaye and Louis Armstrong. The album cover, showing the two "going to town," is set to command the display window spotlight in music stores throughout the country.

The over-all campaign, with advance coverage in newspapers, and magazines, 15-city Kaye promotional tour, musical instrument makers' tieup, disc jockey backing, jazz musicians' tours, pocketbook promotion and various other aspects, was under way many weeks before release. Paramount estimates that more people have been made conscious of the coming of this picture than were primed for any previous Danny Kaye film. The campaign has been supervised by Jerry Pickman, Paramount ad-publicity vice-president, and Martin S. Davis, national advertising-publicity-exploitation manager.

"The Five Pennies" was launched June 17 with a jazz-styled world premiere at New York's Capitol theatre, at which Red Nichols, dixieland band leader on whose life the film was based, was cited by his fellow "greats" of the popular music world. The citation was presented by the renowned Louis (Satchmo) Armstrong, a star of the picture, who was among the many top jazzmen of today who attended. Several regional premieres followed the world bow.



A window display in on opplionce store, with full concentrotion on Dot Records' olbum of "The Five Pennies" music.

H. and A. Selmer, Inc., manufacturers of the Selmer band instruments (which are played in the picture) is conducting a vast tieup promotion, and at the same time is supplying as prizes for contests in connection with branch city openings

Trade Paper Report on a Wonderful Public Relations Campaign on "THE FIVE PENNIES"

Showmanship in its every phase was given a full-scale workout in the launching of "The Five Pennies." All of the public relations activities on this picture could be collected, edited and transformed into a handbook on showmanship. And this goes not alone for the launching of the picture in the United States but also for the launching in Australia, where Danny Kaye is right now, as well as for those other parts of the world where "The Five Pennies" is about to be presented to a most eager public. Ahead of the 'handbook' idea we have hinted at above, Motion Picture Herald has collected the data for a two-page showmanship article, of which the first page is above (and the second is on Page 40). Here is a wealth of material for Paramount showmen (and salesmen) everywhere. What makes it all the more valuable is that it has the practicality of having come true. This is all proven material.

NOTE: Second page of the Motion Picture Herald article in on our Page 40.



A punchy page advertisement in Variety for the Dot Records album on "The Five Pennies."

The music campaign of showmanship on this picture was given two full pages of editorial comment in Motion Picture Herald of July 24th.



PHILADELPHIA - Gordon Scott, with the help of a Zoo attendant, imparts to a young admirer the proper technique to apply to the riding of an African elephant. Remainder of the lesson is to be found in "Tarzan's Greatest Adventure."



FORT WORTH, Texas - Carolyn Jones was very active in the interests of "Last Train From Gun Hill" and "Career" in this city. She arrived at the famed Western Hills Hotel by helicopter and was welcomed by Frank Weatherford (centre), City Manager for Interstate Theatres, and Norman Brady, Advertising Manager.

Personnel Rep.: "Why are you asking high wages when you have no experience?"

Applicant: "It's harder work when you don't know anything about it."

-From one of the branch offices.



HOLLYWOOD - Notorious Oklahoma train robber, Al Jennings, who later was exonerated and became a prominent law enforcer, re-lives something of the colorful early days with principals of Paramount's Oklahoma drama, "Last Train From Gun Hill." He is here comparing gun notes with Brad Dexter, at left, who plays the ranch foreman in the exciting Hal Wallis film, and Rod Redwing, Paramount's gun expert on the film.

News from the U.S. branches

ATLANTA NEWS (Continued)

ta are most enthused about this outstanding production. We have amassed 60 drive-in bookings during the month of July and expect equal sales and booking during the month of August as our prints are now being booked solidly through August 23.

Since our last report to PARAMOUNT WORLD, we have had some changes in Branch personnel, and wish to welcome Franky Dulany as booking department stenographer. Franky is a real Georgia 'peach' and we are all very fond of her and wish her much happiness as a member of the Paramount family. In addition, we want to welcome Melva Hicks to the accounting department. Melva is another one of our 'peaches' and we also wish her happiness in her new endeavor with the Paramount family. With the resignation of one of our Branch bookers, we were pleased to promote Barbara Barnell to the booking department. Barbara has taken over the booking duties for Sales Manager, W. R. Word, Jr. and with this booking and sales team, we expect that there will be no booking and sales team throughout the entire Paramount family to equal the results of this combination.

Incidentally, the Atlanta Branch is 100% booked during PARAMOUNT WEEKS, with outstanding bookings during this two-week period.

--Foster Hotard

WASHINGTON, D.C. Mr. George Weltner accompanied by Mr. Ed DeBerry attended the premiere opening of DON'T GIVE UP THE SHIP at the Metropolitan Theatre. Also appearing in person was Dina Merrill, supporting actress in the feature.

Mrs. Mildred Donn, booker's clerk, resigned to join the U. S. Government. Mrs. Marie Rutter, former Paramount employee, returned and replaced Mrs. Dunn as booker's clerk.

Miss Helen Schultze is vacationing and enjoying the Florida sunshine. Cashier, Ida Green, is going to Ocean City, Md.....Returning vacationers are bookers Mrs. Billie Benick, and Al Landgraf; ledger clerk, Mrs. Jean Dixon and Assistant Cashier, Lillian Lee.

With such releases as DON'T GIVE UP THE SHIP, FIVE PENNIES and LAST TRAIN FROM GUN HILL, we are looking forward to a fine summer season. More later.

--Bill Fischer

CHICAGO The "Big" days have finally passed for us here in Chicago. It all started when the U.S. Navy arrived here represented by 14 assorted warships. The ships sailed along the entire lake shore and certainly provided a most spectacular sight. All through the 4th of July weekend gala affairs occurred throughout the city. The opening of the International Trade Fair, landing of the Marines on one of our beaches and finally the visit by Queen Elizabeth and Prince Phillip. Although the royal party never passed the Branch, several of us caught glimpses of them. Helen Sherer, our cashier, returned from her daily trip to the bank all agog! She swore that the Prince was the handsomest and most charming person she had seen in a long time and that the Queen is really beautiful. Several others rushed downtown after working hours and watched the parades during the evening. In all there hasn't been so much excitement since that cow kicked over the lantern and started the great Chicago fire.

And now Paramount Weeks are almost here. Some of our customers are complaining about receiving busy signals when calling us, due to the fact of the bookers and salesmen phoning all the "slower" exhibitors and urging them

(Continued on Page 38)



TEL AVIV - Hair-raising showmanship stunts in connection with Alfred Hitchcock's "Vertigo" have been very popular (and very effective) all around the world. But it would seem difficult to devise a topper to this one effected by the management of the Cinema Chen here. Figure of a man was of plastic, but the element of realism was present most heavily -- and heavy also was the crush at the box-office of the Chen.



SHOWMANSHIP IS THE BEST FRIEND ANY THEATRE HAS

Last month we illustrated the Five Pennies Lucky Charm bracelets.

Their charm is spreading.

Miss Helen Sevagian, chief of the information department of the Boston Public Library saw the bracelet and immediately acquired 500 to be used as bookmarks in the Library.

Reading there will really pay dividends.



HOLLYWOOD - Paramount's Teen-Preem of "The Five Pennies" at the Fox Wilshire Theatre was a new showmanship gimmick that won widespread approval. Thousands of youngsters began lining up at 7 a.m. for the film showing and the huge private after-theatre ice cream party at Blum's in Beverly Hills. Participants were representatives of the Hi-Fi Clubs of America, Girl Scouts, Brownies and teen-age celebrities of radio, TV and screen.

NEW YORK CITY - A very effective window for "The Five Pennies" in the celebrated discount store of Korvette's, in West 48th Street. Heavy play is on the Dot Record disc of the film's top musical numbers.



LOS ANGELES - Radio Station KBIG, with broadcaster Carl Bailey (admiral's hat) officiating, ran a guessing contest in which "Don't Give Up the Ship" was linked with the Glasspar Boat Company. Listeners had to guess where the prize Glasspar boat was hidden. Winner, Ted Glenn (right) won it by guessing the boat was in Jerry Lewis' swimming pool. With them is Diana Spencer, featured player in the Hal Wallis comedy.



SAN FRANCISCO - The RKO Golden Gate devised a real jungle theatre front for "Tarzan's Greatest Adventure" - and thereby drew a queue.



RIGHT

SYDNEY - These young Australians had a field day of fun with the 'Buccaneer' eye patches when "The Buccaneer" was the attraction at the Prince Edward Theatre recently. Pepsi-Cola was also tied in with the showmanship campaign.



DENVER, Colorado - A lethal 'toast' is 'drunk' over the casket of "The Man Who Could Cheat Death" as part of the Denham Theatre's showmanship campaign on this Paramount thriller. Participants, suitably masked, are Pat Mylet and Leonard Endrizzi of the Denham staff. The stunt, by the way, was pictorially reported in the Denver Post, city's eminent newspaper.

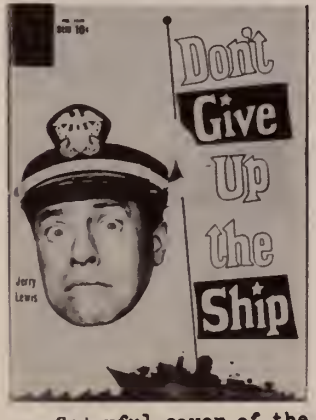
BOBBY DARIN, sensational young singer who has soared to the top in the past year, has been signed to a multiple-picture contract by Paramount. It is his first screen pact.

Darin, who is 22, has proved a great favorite with the teenager rock 'n roll fans and also with adults who prefer his remarkable rhythm singing. He writes most of his own songs.

His first Paramount picture will be announced soon.



INGER STEVENS, Paramount contract actress, who has been loaned by the studio for a top role in "The Newcomers," segment of the Bonanza tv series.



Colorful cover of the Dell Publications comic book based on "Don't Give Up the Ship." Initial printing of the book was 500,000 copies. Number also applied to the comic book on "Last Train From Gun Hill" (see Page 38).



'Breathless' is the word expressive of the way our eagerness runs as we await the completion of Marlon Brando's "One-Eyed Jacks." Above is a characteristic view of the director-star as he worked on what may well be one of the very greatest pictures ever made.

COSE IMPORTANTI DEL MONDO PARAMOUNT

* * * *

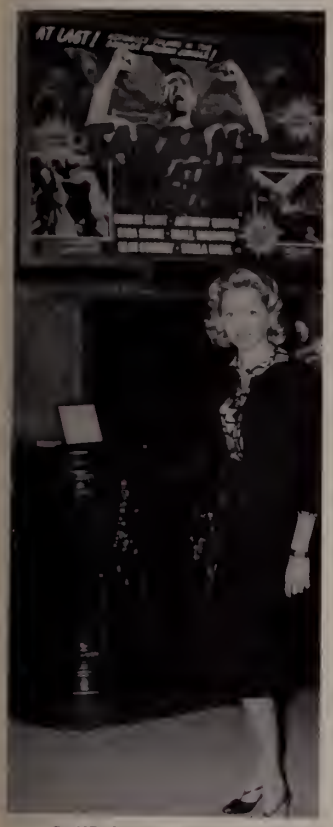
Con la serena certezza che un'era di sempre maggiore grandezza sia riservata all'organizzazione Paramount, accoci ormai alla seconda metà del 1959. Diciamo così perchè sappiamo che dopo i film di ottima resa che ci sono stati affidati negli ultimi vari mesi, abbiamo tutte le ragioni di guardare al futuro con spirito ottimistico. Sappiamo infatti che lavori come THE FIVE PENNIES di Danny Kaye e DON'T GIVE UP THE SHIP di Jerry Lewis sono proprio quello che ci vuole per mandare gli incassi alla stella; che già terminati e pronti per essere lanciati al momento opportuno sono gioielli pari a LAST TRAIN FROM GUN HILL di Hal Wallis e alla deliziose commedie di Clark Gable, BUT NOT FOR ME; che ONE-EYED JACKS di Marlon Brando sarà uno dei film più sensazionali che abbiamo mai posseduto. E così potremmo continuare per tante altre pellicole di cui del resto troverete ampie notizie nelle colonne di questo numero.

Ma c'è di più, e precisamente che i Sigg. Barney Balaban e George Weltner, nonchè altri alti dirigenti, si sono recati recentemente allo studio per gettare le basi del nuovo programma di produzione fino a buona parte del 1960. E' stata una visita d'importanza vitale, anche se non se n'è fatta alcuna pubblicità, oltrechè di enorme significato per ognuno di noi individualmente. Dal resto, ne constaterete i risultati su questo bollettino durante i prossimi vari mesi.

Intanto, questa volta, vogliamo dare inizio ad una serie d'informazioni designate a tenervi al corrente di tutte le altre attività dell'organizzazione Paramount diverse dalla produzione di film. Come vedrete in questo numero, la nostra prima puntata in materia concerne la Sezione della Paramount Pictures Corporation che va sotto il nome di Dot Records. Veramente quest'articolo era stato preparato per il numero precedente, ma poi abbiamo preferito tenerlo indietro per poterlo rendere più completo e dettagliato come va lo presentiamo ora. Naturalmente siamo sicuri che vorrete estendere ai membri di Dot Records il vostro caloroso benvenuto nonchè tutta la collaborazione possibile. Un articolo di tipo simile a quello di questa volta vi sarà offerto il mese prossimo, riguardo a un'altra branca della sempre più grande e prospera organizzazione Paramount.

Questo mese troverete qui anche un'illustrazione fotografica della tournée personale che sta facendo Danny Kaye e dell'enorme riflesso che la sua presenza esercita sulle programmazioni di THE FIVE PENNIES nelle rispettive località. In Australia, questo simpatico attore è stato accolto con un entusiasmo che non s'era visto mai per nessun altro nel campo dello spettacolo, e il trionfo di THE FIVE PENNIES procede di pari passo. Ormai l'enorme virtuosismo di questo impareggiabile attore internazionale è riconosciuto ed apprezzato in qualsiasi angolo della terra, e da parte nostra non possiamo che reputarci fortunati di possedere un film che contiene tanta parte di questo virtuosismo.

Queste nostre notizie sul mondo Paramount non sarebbero complete senza un riferimento a I DIECI COMANDAMENTI. In tutte le parti del mondo questa pellicola continua ad essere fonte di gioie per gli esercenti, di meraviglia e ammirazione per il pubblico, nonchè di orgoglio per coloro che dispensano questo film a un mondo tanto assetato di bene spirituale. A New York e a Hollywood pervengono da tre anni torrenti di materiale che prova ad usure il talento applicato dovunque nel lanciare questa poderosa pellicola su cui aleggia lo spirito del suo animatore Cecil B. DeMille. E tutto fa credere che lo stesso avverrà per molti e molti anni ancora.



LONDON - Far,far from the African locales where she was "Tarzan's" leading woman in "Tarzan's Greatest Adventure" is lovely Sara Shane. Above she is in the lobby of the Plaza Theatre, where the adventure picture was trade shown earlier this month, and where it is now being shown to an eager public.



Maurice Chevalier and Isabel Jeans appear amazed at a breach of Court eitquette in "Breath of Scandal."

Although each year more than 600,000 residents of the U.S.A. alone visit Mexico as tourists and more than a million tourists and other travelers move into the Caribbean area, fewer than 25,000 visitors go to Honduras in any capacity, notes a new survey of Twentieth Century Fund.

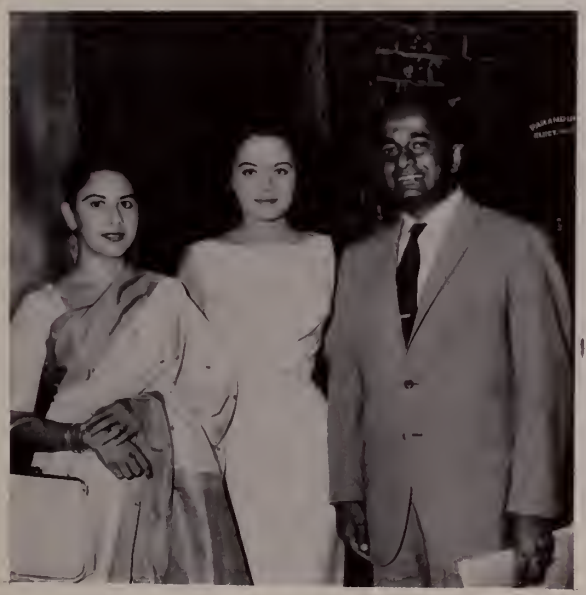
But, notes Paramount World, motion pictures of the United States go to Honduras.

Mr. and Mrs. George Weltner have received many, many hundreds of messages of deep sympathy from all parts of the world, occasioned by the unhappy loss of their very dear daughter, Marjorie.

They are most grateful for the wonderful thoughts expressed. Mr. Weltner has asked that these lines be used to tell all who sent words of comfort that their messages will duly be acknowledged.



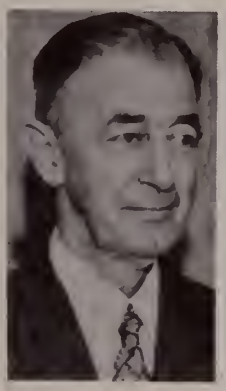
SAN JUAN, Puerto Rico - Showmanship of an exquisitely refined quality has been everywhere evident in connection with the showing of the Sophia Loren-Anthony Quinn life-drama, "The Black Orchid." This example shows 2 black orchids in the window of a celebrated florist shop at the time when the picture was enjoying a successful engagement of 2 weeks at the Music Hall Theatre here.



HOLLYWOOD - Mr. and Mrs. Cyril Gardiner are shown the set of "Visit To A Small Planet" by upcoming star Joan Blackman. Mr. Gardiner is the nephew of Sir Abe Gardiner, eminent exhibitor of Ceylon, and is on an extensive trip in the United States under the sponsorship of the State Department as a participant in the International Educational Exchange Program.

OBITUARY

FRANK DEANE



Frank Deane,60, assistant manager of the advertising and publicity department of Paramount Film Service of Australia, died suddenly in Sydney on July 8. Cause of death was a coronary occlusion.

Mr. Deane had been a member of the Paramount organization of Australia for 38 years. For the greater part of that time he had been purchasing manager, and in charge of mailing. He changed to public relations four years ago. At the time of his death he was a member of the executive committee of the 47 Club, top film industry organization.

He leaves a wife, Winifred,and a son, David. He also leaves a host of friends who deeply regret his passing.

WILLARD J. O'NEILL



Willard J.O'Neill, Secretary Treasurer of Paramount Film Service of Canada,died suddenly in Toronto on the morning of July 27th at the age of 69. His wife predeceased him in 1948 and he is survived by three children, Betty,William and Mary Helen.

"Bill" O'Neill, as he was popularly known to his vast legion of friends, joined the Canadian Company in February, 1920, as Head Office Accountant. Two years later he was appointed Secretary Treasurer, a post he has held steadily, and with great distinction ever since.

His 39 years of undeviating Paramount service contributed enormously to our Company's prestige in the Dominion of Canada.



SINGAPORE'S CELEBRATION OF CECIL B.DeMILLE FESTIVAL WEEK WAS A MASSIVE, RESOUNDING SUCCESS.

PARAMOUNT'S ALL-TIME-GREATEST CAMPAIGN MAKING STEADY PROGRESS

This montage of Singapore showmanship characterizes the wonderful success which attended the launching of the Cecil B. DeMille Festival Week in this territory. (The event is scheduled to be repeated in all of the States and territories where the Cathay Organisation operates). The success is summed up in the following cable from Paramount General Manager Roy McAree, who most effectively partnered the Cathay forces in launching the Festival:

CLUG PARINTFILM NEWYORK
INSPITE PRESENT BOXOFFICE DECLINE SINGAPORE DEMILLE WEEK BOXOFFICE ENDED TWENTY PERCENT ABOVE THEATRE'S 1959 WEEKLY AVERAGE. EXCEPTIONALLY GOOD RESULTS ESPECIALLY "CRUSADES" GIVES SUPERB LAUNCHING ALL-TIME-GREATEST PROGRAMME AND PROVES THESE NOT OLD PICTURES BUT AS NEW AS THE DAY THEY WERE MADE. ANTICIPATE POPULARITY OF DEMILLE WEEK WILL GAIN MOMENTUM WITH EACH NEW ENGAGEMENT MCAREE



PARIS - A striking and most effective poster for "The Story of Dr. Wassell" on display outside the Paramount Theatre.

This Cecil B. DeMille production was presented for a very successful engagement of two weeks, following the successful 2-weeks run of another DeMille 'all-time-greatest' - "North West Mounted Police."



BERLIN - Even the Berlin subway gets the message of "Lives of A Bengal Lancer," one of Paramount's All-Time-Greatest Productions which is even now the subject of an international showmanship contest.



In the lobby of the Capitol this Frontiersman electric train set,its box proclaiming that it is "an exact replica of 'Last Train From Gun Hill.'"

NEW YORK SCENE AGLOW WITH PARAMOUNT HAPPENINGS



Mrs. Danny Kaye receives from Ed Miller, editor of "Seventeen," the magazine's plaque honoring "The Five Pennies" as "Picture of the Month" (August).



Cover of the Dell Publications' comic book based on "Last Train From Gun Hill." Its colorful drawings have captured the exciting flavor of this very dramatic Hal Wallis thrill film.



Paramount Salesman Gene Newman is congratulated by New York Branch Manager Myron Sattler (r.) on his admission to the "100% Club (Page 9). Looking on are, from left - Frank Patterson, Richard Magan, Kitty Flynn, Lou Wechsler.

CABLE FROM MADRID

"VERTIGO" OPENED TREMENDOUSLY IN MADRID, FIRST DAY SURPASSING ALL PREVIOUS OPENINGS INCLUDING "SAMSON" AND "GREATEST SHOW ON EARTH".

- NATHAN







Exterior of the Capitol Theatre and close shot of the box-office. Corner panel bearing the title is brilliantly lighted by night.Below are quoted the glowingest excerpts from the reviews on the film.

Giving the picture 3½ stars, the Daily News says: "...Hal Wallis has made an exciting, dramatic film....is presented with tenseness that keeps the Capitol Theatre audience hypnotized with suspense." The New York Post says: "No doubt about it, 'Last Train From Gun Hill' is a top Western. In point of actors, action, scenery and hard-nosed courage, this picture has a full supply to be squeezed out by director John Sturges with maximum suspense.... Both Douglas and Quinn have never been more forceful....'Last Train From Gun Hill' is about as good as a standard, big budget Western can get." The New York Herald Tribune averred that the picture will "keep Western aficionados chewing their finger nails" with suspense.

The New York Mirror stated: "The acting is excellent. There is some impressive Technicolor scenery of southern Arizona, and Western fans will get their money's worth...." The New York Times ended on this note: "...Director John Sturges is experienced at this sort of thing, having done "Bad Day at Black Rock" and "Gunfight At the O.K.Corral.' It shows." New York World Telegram stated "There is no lack of tension." The Journal-American's review was studded with gems, starting off with "A hard-riding, hard-shooting film drama of the great South West pulled into the Capitol yesterday. This is not just another Western, in the usual sense. It's a picture with a plot that could be projected right here in New York just as well as in the wide open spaces....The acting is so real you forget you are looking at a movie....Red-blooded Kirk Douglas plays his part with grit and guts....John Sturges directed with dash and lash....Don't miss 'Last Train From Gun Hill.' It's a gripper!"

LEFT

Tab Hunter and Sophia Loren really see New York City in "That Kind of Woman." It's the best tour of the Big City ever included in an entertainment film.

A gal has her choice: go to the mountains and see the scenery or go to the beach and be the scenery.
Hal Cochran

News from the U.S. branches



RIGHT

AUSTIN, Texas - On a first-class public relations tour of her native state in the interests of "Last Train From Gun Hill," Carolyn Jones becomes an item of history in the House of Representatives. She calls the Texas House of Representatives to order after being elected "Queen of the House of Representatives."

This is the first time such an honor has been given by the House. Speaker of the House A.Harrison (right) officiated.



Three of the stars of "Career" — Dean Martin, Shirley MacLaine and Anthony Franciosa — in one of the tense moments of this important Hal Wallis drama of the sum and substance of the area called Broadway.

Tab Hunter and Sophia Loren filming the fascinating train sequence of "That Kind of Woman."



CHICAGO NEWS
from Page 32

to date our product. The first of our sales staff to reach the 100% representation mark was Rod Stevens and the others are not far behind. Everyone is absolutely certain that we will be 100% by the time Paramount Weeks Start. The Milwaukee gang also are fast at work and according to Ward, Matt and Romie they are not going to be outdone by Chi.

All of us wish Everett Olsen a very speedy recovery. "Irv" was hospitalized when his ulcers started kicking up. Also a hearty welcome to Freya Shapiro, Mr. Olsen's new Girl Friday.

Among the vacationers this month are Lois Lucas who is packing up her car (including husband Howard) and is off for a trip around Lake Michigan. Branch Manager Bob Allen is spending his two weeks in Banff, Canada. You can rest assured that there is a golf course not too far from where the Allen Family will headquarter.

--Hannah Eiseman

KANSAS CITY

Welcome to Pete Reveles who recently replaced Johnnie Cobb in the Shipping Department.....Vacations are still in full swing with Anne O'Toole and Daisy Zeh visiting cool Colorado, Margaret Dawson going to Jefferson City, Mary Lou Goss "relaxing" at home and Mary Neff spending a week in Hot Springs and Dallas.

Mr. Bridge, Division Manager, spent a few days in the Kansas City Branch recently and Mr. Goldberg, Auditor, is visiting us now.

Congratulations to Mary Lou Goss who recently took second place in model plane flying in both Topeka and St. Louis. Mary Lou's husband, Otis, won the title of "Open Champion for Oklahoma, Kansas and Missouri" in a contest in Tulsa, Oklahoma recently.

--Mary Neff

CHARLOTTE

We have just released TARZAN'S GREATEST ADVENTURE and the money is really rolling in. In our small towns the picture is outgrossing any other A-18 release. Exhibitors say it is grossing more money than any other TARZAN picture released in recent years.

THE TEN COMMANDMENTS is still the mightiest grosser of them all. We have secured several second special engagements and in some cases the second engagement outgrossed the first engagement. With this kind of ammunition, we are moving ahead on sales in Drive-Ins for July and August."

We are also looking forward to the release of "DON'T GIVE UP THE SHIP" and "LAST TRAIN FROM GUN HILL", for we feel these pictures will do the outstanding business they deserve in our territory."

--Bob Hames

We had the added excitement and pleasure recently of a visit from Gordon Scott who was making personal appearances in connection with TARZAN'S GREATEST ADVENTURE. He thrilled Charlotte people with his charm and good looks. The WOMPI Club was honored to have him as a special guest at their Installation dinner, accompanied by Paramount Exploitation Manager Leonard Allen.

Interesting news is our contest standing. Everyone is puffing and blowing because of the extra work with the volume of booking, vacations, heat, and other factors, but no one is complaining as long as results are showing up.

Our congratulations to Gordon Bradley,



MILWAUKEE - Representatives of press and radio prepare to leave by bus for Great Lakes Naval Station and the special showing of Jerry Lewis' "Don't Give Up the Ship." Left to right they are: Al Elewitz, Milwaukee Sentinel; Gordy Heckor, Journal; Tom Shanahan, WEMP; Paul Bartell, WMIL; Ed Dewey, Milwaukee Journal; Bill Bramhall(back to camera),WRIT; Him Koconis, Milwaukee Sentinel; Matt Donohue,Paramount; Paul Gustafson, Milwaukee Sentinel; Ward Pennington, Paramount Sales Manager; Joe Reynolds; Larry Lawrence, Milwaukee Journal.

Division Manager, who recently became a grandfather for the first time.

"I'm going to spend a whole day in Rich's when I go to Atlanta in June", Myrtle Parker, Secretary to Lawrence Terrell, remarked sometime ago. Last week she did just that by covering every foot in the largest department in the South. Myrtle and son, Tommy, accompanied husband Bill, who as Monarch of the Azuza Grotto, attended a meeting there.

Joe Cutrell, salesman, was the envy of his pals recently when he served as a judge in the Roan Mountain, Tenn. Rhododendron Queen Contest. Among the judges was Dorothy Brown, the backwoods girl discovered in 1957 who rose to fame from newspapers and a T.V. appearance on the Ed Sullivan show. Tar-heel residents are proud of her.

--Mildred Hoover

THE TALK IS GETTING AROUND ABOUT "BREATH OF SCANDAL"

The Film Daily — July 27, 1959

Along the RIALTO with PHIL M. DALY

Tales from Old Vienna VIENNA

● ● ● HERE IN VIENNA, where old Franz Josef's Empire glorified the waltz, the traveller with an eye for things cinematic might wander why they haven't named a couple of the streets Hollywood and Vine, what with the American film technicians and movie correspondents that have been milling about. . . . Sheilah Graham, Henri Gris (UPI) Joe Hyams, Peer Oppenheimer, Frank Farrell, Sy Borgin (Newsweek), Ruth Waterbury, Bert Reisfeld, to name some of the fouth estaters, have been wont to meet of late at the corner of Kartner Strasse and Opernplatz to discuss the latest movie happenings at Rosenhugl (the studia) or Hofburg, the ancient Royal Palace where Paramount is shooting "A Breath of Scandal."

▼ ▼ ▼

● ● ● HOLLYWOOD'S MICHAEL CURTIZ, who had his beginnings as a film craftsman at Rosenhugl Studios, and who now is directing "A Breath of Scandal," starring Saphia Loren, Maurice Chevalier, Angela Lansbury and Jahn Gavin, says that Vienna is ideal for film-making from the technical, esthetic, directorial and color standpoints. . . . Yet the desire here for information about Hollywood's technical advances is a burning one. . . . *Filmfachleute*, which is the German term for film technicians, wandered across the Hungarian border into Austria (with government permission, of course) to watch Curtiz direct a scene between Miss Loren and Chevalier. . . . At the finish the Hungarians, craving information about the latest Hollywood techniques and equipment, pounced on Curtiz. . . . Much of the equipment had been flown in for this picture based on a Ferenc Molnar stage favorite. . . . What amazed the Hungarians most was a crab dolly (a Mole-Richardson item) and a battery-powered light stanchion. . . . What flabbergasted the American members of the "Scandal" crew, on the other hand, was a hardwood, hand-hewn dolly track which proved as durable and as easy on sound pick-up equipment as Hollywood's aluminum tracks.

▼ ▼ ▼

● ● ● HOLLYWOOD'S CAPACITY TO INFLUENCE is being demanstrated also in the sphere of fashions in conjunctian with the making here of Paramount's Carlo Ponti-Marcello Girosi production. . . . The 1910 haur-glass, peacock feather styles in the film about a beautiful princess who has a ramantic interlude with an American are making their inevitable impression on the Viennese couturiers. . . . Some of the finer shops on Karnter Strasse, the Fifth Avenue of this old world city, are beginning to show some reversions to the 1905-1910 period. . . . (Paramount's pramotion men in New York must be droaling over the exploitation possibilities the picture's styles will offer them!) . . . Miss Loren's apparel in "A Breath of Scandal" was conceived by George Hayningen-Huene and executed by celebrated modiste Madame Ella Bey, 82 years old and wardrobe mistress for the duchesses, princesses and cauntesses of Franz Josef's time.

▼ ▼ ▼

● ● ● SETTINGS FOR THIS ROMANTIC film include Hafberg, the Emperor's official residence; Pallavacini Palace, left ta the people of Austria by an illustrious Italian caunt; Belvedere Palace, the home of Eugene, the prince who in 1643 drave the Turks back from Vienna; Prein, the playground of Austrian nobility; Schloss Kreutzenstein, the hunting castle of the Hapsburgs where the ill-fated Arch-Duke kept trysts with Maria their suicide at Mayerling, and Schanbrunn, Franz Josef's ice. . . . An eyeful, indeed, far American movie-goers.

Film Daily of New York rates "Breath of Scandal" so highly that it gave its full Along the Rialto column to the picture.

It had been planned to have the South African campaign on "The Ten Commandments" appear on this page. Although due imminently, the campaign had not reached us at press time, so will be featured next month.



VIENNA - Sophia Loren as the Princess in "Breath of Scandal," is flanked by Mr. and Mrs. Ladislav Koch. Our Israel Manager was in Vienna on vacation, and paid a visit to the set of the picture.



Maurice Chevalier, Isabel Jeans and Angela Lansbury in a scene from "Breath of Scandal."



Sophia Loren, Maurice Chevalier and director Michael Curtiz check a technical detail in advance of shooting a scene for "Breath of Scandal."



Al Hirschfield's caricature, available in mat form.

cornets, trumpets, etc. A wide assortment of display and point-of-sale material has been prepared by Selmer for its dealers and department stores, the emphasis in this material being on the picture and Danny Kaye. "Danny Kaye's Band Fun Book," an entertaining and colorful book of games, riddles and puzzles for youngsters, has been published by Selmer. Both Paramount and Selmer have distributed these widely for giveaways by stores, theatres, etc.

Danny Kaye during May visited 15 U.S. and Canadian cities on a promotion tour for the picture that was tied in directly with the Dot record album. Mr. Kaye was host at special screenings for newspaper, radio and TV representatives and record dealers and was guest of honor at a Dot-Paramount reception in each city. The itinerary included New York, Los Angeles, Boston, Philadelphia, Washington, Atlanta, Dallas, Minneapolis, Chicago, Toronto, Detroit, Pittsburgh, Cleveland and Cincinnati.

Mr. Kaye was important news in every city. Newspapers played up stories based on interviews for the press at a luncheon the day following the screening in each locality. The music from the picture, meanwhile, has been getting exceptionally heavy airwaves attention in consequence of the big turnout of disc jockeys at the Dot receptions for the star.

Waxing of the music has not been limited to the Dot album, however. Dot has come out with a 45rpm edition of the jazz number from the sound track, "The Five Pennies Saints," wherein Kaye and Armstrong combine their vocal talents. Decca and Crystalette each have pressed the title tune in 45 rpm, the former featuring the Four Aces on the Sylvia Fine composition, and the latter featuring teenage favorite Dodie Stevens. Coral, too, has a waxing of a "Five Pennies" tune, and Good Time has issued an album based on the film's score. Additional dot "singles" have been announced, too.

Famed artist Al Hirsch field has underscored the jazz aspect of the picture in a specially-prepared caricature drawing of the film's stars, Kaye, Armstrong and Barbara Bel Geddes (see cut). This drawing, now in mat form, is set for publication in newspapers throughout the country in conjunction with openings of the film. It is available free to theatre promotion men.

"The Five Pennies," by Grady Johnson, a Dell Publications pocketbook, is on sale at newsstands, drug and department stores and supermarkets throughout the U.S. and Canada. Tie-in posters, whereon Dell will print theatre and playdate information free for any exhibitor, are available in conjunction with distribution of the book. The cover of the volume spotlights Danny Kaye on the cornet.



The jacket of the paperback edition of "The Five Pennies."

Mr. Kaye was not the only personality that toured the country plugging the picture. Red Nichols himself, and Tuesday Weld and Ray Anthony of the cast also have done considerable field work, resulting in much newspaper space and many radio and TV plugs for "The Five Pennies." Mr. Nichols, for example, was featured on the Texaco-sponsored TV special called "Holiday, U.S.A."

A wide array of theatre accessories for use in attracting patrons to "The Five Pennies" includes two special "teaser" trailers that Paramount has prepared in addition to a regular coming-attraction trailer.

Dot has supplied disc jockeys throughout the country with special tapes whereon the "guest artist" voice of Danny Kaye introduces various "Five Pennies" tunes that are included on programs. These tapes have been widely used, and the tunes that are played and replayed by the deejays are figuring importantly in selling the film to the public.

Wherever the picture opens, local banks are being offered the opportunity to tie up its advertising with the film's engagement. In Boston, for instance, The Five Cents Savings Bank found the arrival of the film in that city to be particularly suited to its newspaper advertising message.



Typical poster or billboard for the picture.

This is Part II of the two-page story on the showmanship merchandising campaign on "The Five Pennies" that is paying off so handsomely across the nation and around the world. The story should be read with full interest and attention not only by those who will publicize the picture, but by those who will sell it as well. It is valuable because it has been proven true.

Paramount WORLD
Volume 5, Number 9 September, 1959

BILL HOLDEN SIGNED FOR SEVEN YEARS

SEVEN RESEMBLES A BOOMERANG



BILL BOOMERANGS BACK TO PARAMOUNT

PARA. BUSINESS BOOMS WITH BILL!

See Page 27





Paramount Pictures Corporation announces the appointment of Richard L. Patterson (at left) as head of its production staff in London. Patterson will concentrate his work abroad largely on the acquisition of important story properties and of picture-making talent for Paramount's Hollywood studio. He resigned his post as head of the William Morris Agency Hollywood literary department and assumed his Paramount duties on September 1st.

BRITISH SHOW WORLD REAPING REWARDS WITH "TEMPEST" AND "THE BUCCANEER"



LONDON - A fine factor in the highly successful engagement of "Tempest" at the Plaza Theatre was this very attractive window in the Yugoslav National Tourist Office in Regent Street. Situated on one of the world's most celebrated thoroughfares, the display was virtually priceless, especially since it remained there a week prior to the opening of the Dino De Laurentiis epic film, and throughout the 3 week's run at the Plaza.

LEEDS - The fine showmanship given "The Buccaneer" in London extended throughout the nation. Here's one of the many fine book tie-ups, this one on the Leeds railway station bookstall, when the film was at the Leeds Odeon.



NEWCASTLE - Tony Reddin's fine field force made all of the United Kingdom completely "Buccaneer"-conscious. Both Woolworth branches in this city had displays like these for the Airfix Construction Kits inspired by "The Buccaneer."





CASTLEFORD - These are some of the 500 children outside the Picturehouse who were brought from Wakefield by special diesel train expressly to see "The Ten Commandments." (See also the rather fabulous letter from the Roxy Cinema, Burnley. It is reproduced on Page 22).

LEFT

LONDON - Again we have the Plaza's celebrated two-way queue - this time for the Jerry Lewis naval riot - "Don't Give Up the Ship." Queue extends to the right down Jermyn Street, to the left down Regent Street. And of course the Plaza already is filled to capacity.

ONWARD!

THE TEMPO OF EVEN MORE PRONOUNCED PARAMOUNT LEADERSHIP...

ONCE AGAIN, at a high spot in our Company's history, Paramount has the stars (established) and stars (potential) to match the diadem of stars in the Paramount Trade Mark. Our cover is a powerful index to this happy state of affairs; news elsewhere on this page is a powerful implementation also; and the pyramiding Paramount product plans of the renascent studio complete the current picture of the new Paramount.

When President Barney Balaban announced recently a markedly upbeat production program, with more and bigger pictures; plus an aggressive star-making policy; and when he voiced his complete and unqualified optimism in the future of a motion picture industry of continuing world-wide proportions, he meant - as he always does - business!

And so, as you continue to turn the pages of this particular issue of Paramount World (which comes out in the month celebrating the 40th anniversary of the inauguration of Paramount Week), you cannot help but be impressed by the new verve, the new sincerity, the new sense of enterprise which have become the vital elements entrusted with maintaining Paramount product as a powerful force for the perpetuation of our industry.

THE Film DAILY

1501 BROADWAY
THE DAILY NEWSPAPER OF MOTION PICTURES
Now Forty-one Years Old
Established May 8, 1918

TEN CENTS

NEW YORK, FRIDAY, AUGUST 14, 1959

VOL. 116, NO. 32

PARA. PLANS STABLE OF STARS

AMERICAN INT'L TURNS TO COLOR

Studio Reverses Trend In Move Aimed to Help Increase in Product

By LOUIS PELEGRINE
FILM DAILY Staff Writer

Paramount Pictures has set a plan to assemble a roster of stars in a move to help increase its output of product, it was learned yesterday.

The plan was said to have come out of conferences understood to have been held in New York the past week between President Barney Balaban and Jack Karp.

(Continued on Page 7)

Editorial

Star Stable ... for Paramount

By CHESTER B. BAHN

THROUGH the years since he became Paramount's president, Barney Balaban has well established an industry reputation for sagacity, astuteness and a canny ability to project the future.

He also has established an inherent patience, one of the fundamentals for good judgment.

It is with these Balaban qualities that the Paramount decision to once more assemble a stable of stars should be weighed. And undoubtedly will be weighed.

If Balaban, along with Jack Karp, believes it is time to recruit a contract list, whether because of studio production requirements or of the soaring demands of talent, other companies owning studios may make similar decisions.

Balaban's business acumen has stood up remarkably well despite the intricate problems the years have brought to Paramount.

"U. S. Progressivism" Is Seen by Russians

By WALLACE A. ROSS
FILM DAILY Staff Correspondent

Moscow (By Air Mail)—It's true —the Russians love Deanna Durbin! They can't get enough of her. Now that "100 Men and A Girl" has played the Soviet theatrical circuits thousands of times it is making multiple appearances as well as making multiple ap-

(Continued on Page 4)

...'s Acquisitions of ...tic Stock Disclosed

...ngton — Details of stock ...ons by Victor M. Carter, ... of Republic Pictures, in ...any were reported here ...Securities and Exchange ...n.

...equired 249,383 shares

(Continued on Page 2)

...tels Adds 45,300 ...eatres Shores

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...on Page 4)

Global Activities

Page 2—The Daily Cinema

Reverse Trend. The news which I was able to give the other day of the long-term contract signed by William Holden with Paramount is part of a very interesting development. The famous company, it seems, is deliberately moving back to the days when large rosters of tied stars were the general order.

They have already made a ten-year pact with Jerry Lewis. Now Hollywood reports indicate that Frank Sinatra, Fred Astaire, Maurice Chevalier and Dean Martin are other thoroughbreds they hope to add to their stable. They are obviously setting their sights high.

In recent years the trend has been very much in the opposite direction. Stars have found themselves in a far more advantageous position as free-lances than as contract artistes.

Leaders of the industry have, in fact, claimed this as the source of many of the troubles of production. If Paramount succeed they will, therefore, have struck powerful blows both for themselves and for the industry.

Time was when the strength of major companies was assessed according to their star rosters. One has only to recall the great days of M-G-M, when they had practically every personality in existence under their wing, as an example.

As far as Paramount is concerned it is believed that by building up a reservoir of talents they will be able to increase their annual output from an average of 24 pictures to at least double that number. What better news could one hope for ?

We present here in facsimile (from Film Daily, New York; Daily Cinema, London; and Evening Star, Washington), evidence that Mr. Balaban's faith and optimism are reflected in the press of the world. We have found, also, that in the wake of his announcements and plans has come a resounding upsurge of motion picture business everywhere

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A-14 THE EVENING STAR
Washington, D. C., Monday, August 17, 1959

THE PASSING SHOW

Studio Star Stable Is Paramount's Goal

By HARRY MACARTHUR
Star Staff Writer

A return to the good, old days—or something very much like them—may be in store for Hollywood's movie makers. The old order changeth and then after awhile the new order becomes an old order and it changeth, too. And that's what seems to be happening in the movie capital.

Those two news making pacts signed by Paramount, one with Jerry Lewis and the other with William Holden, appear to be only the beginning. Paramount, according to the authoritative Film Daily, is putting in motion a plan to assemble a roster of stars.

This makes it the first of the major movie studios to attempt a direct reversal of the trend that accompanied television's rise in popularity. And when one major makes such a decisive move as this one, the others are almost sure to follow

Published every month by Paramount Pictures Corporation, 1501 Broadway, New York 36, New York, U.S.A. Issued by and for members of the Paramount organization around the world who believe in the entertainment appeal of their motion pictures, television and allied products and in the business future of their company.
ALBERT DEANE, Editor
Volume 5, Number 8 September, 1959

"JUST LIKE HOLDEN TIMES," quipped somebody when the news spread around of the signing of a new contract by Bill Holden. Since this deal was also part of a massive presentation of new production policy, the news was all the more welcome. And we think you will be pleased, too, at the exchange of cordial sentiments expressed both by star and studio which you will find on another page. Particularly by the sentiments expressed by Bill Holden towards Paramount personnel both at home and abroad.

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INQUIRY of Milton Goldstein regarding the engagement of "The Ten Commandments" in South Africa asked merely, "What is the present run of the picture?" The answer: "Now in its eighth week and will run between forty and fifty weeks." A single question produced a double answer - very matter-of-factly. That's the sort of quiet enthusiasm emanating from this wholly sensational Johannesburg showing of the 'mightiest' picture. In very large measure this stems from the goliath-sized campaign of showmanship engineered by European Advertising and Publicity Director Charles P. Juroe in full cooperation with the management of His Majesty's Theatre. So impressive was this showmanship that several of the Johannesburg newspapers commented on it editorially, paying tribute at the same time to African Consolidated Theatres' Jim Stodel, general manager of the internationally famed circuit.

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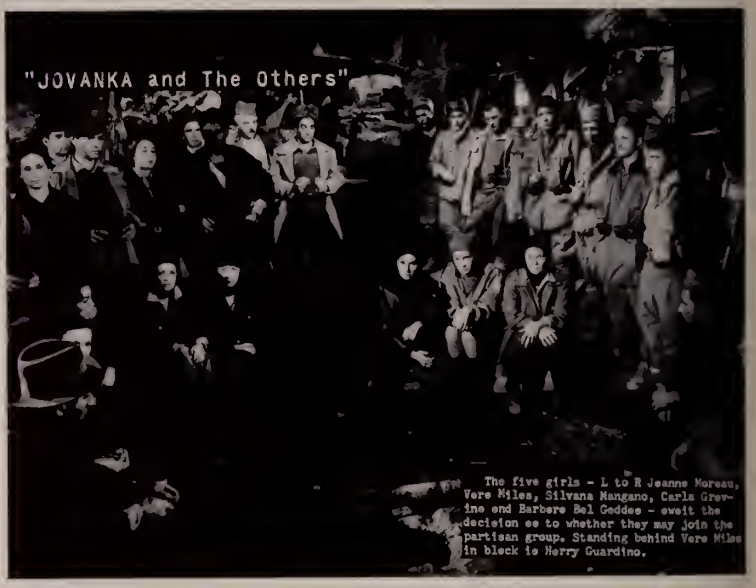
A GLOWING REPORT of loyalty, indefatigability, and enterprise under all manner of conditions has been rendered in New York on the Far Eastern Division's personnel by Svend A. Henriksen, (pictured), the Supervisor for that really far-flung territory which stretches from the Bering Sea to Western Pakistan - a stretch of more than 12,000 miles. Back in New York for his first vacation in almost three years, the former manager in Denmark had nothing but praise of the highest order for the Paramount men and women who have kept the Trade Mark on the screens of the Orient under conditions seldom dreamed of, and never experienced , by Paramounteers in many other parts of the world. He could not single out individuals without naming all, but he did stress the virtually unbelievable business being done in practically every country by "The Ten Commandments." Nothing made or yet to be made can ever touch it, he believes; yet he believes that our towering record would not have been so high were it not for the sterling calibre of the co-workers it has been his privilege to be working with.



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NOTHING MORE THAN THESE WORDS constituted the caption on a photograph of the Cathay Theatre at Johore Baru, Malaya: "'The Ten Commandments' set up new records for grosses and length of engagement, for any picture in any language." Nothing more could be said.

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EVIDENCE PICTURED in this issue points to the fact that Dino De Laurentiis appears to be heading a dramatic thunderbolt our way. We have early pictures from "Jovanka And the Others," and knowledge of the story of the film inspires the belief that very early in 1960 we shall have a sensational box-office hit on our hands.

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We have called ourselves 'Paramount World' for a number of years. But on the page opposite, even as we watch, a new Paramount World swims into focus. And high as we have been in years gone by, this new and wholly exciting one will carry us to heights beyond even our wildest dreaming.

CHANGING PATTERNS OF PARAMOUNT SPEECH

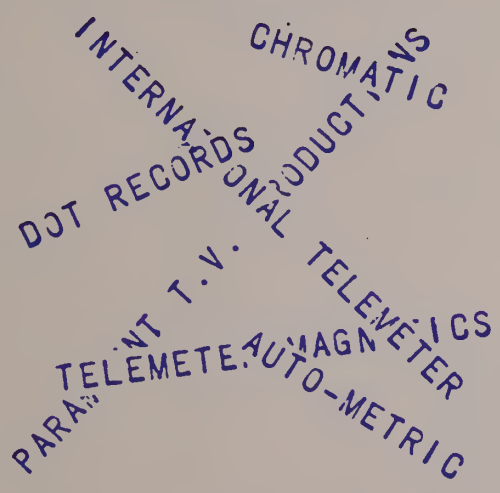
TIME WAS WHEN THE SPEECH of Paramount had for its "be all, end all" such terms as "Famous Players In Famous Plays," "If It's a Paramount Picture, It's the Best Show in Town" and slogans like Famous Forty and Golden Sixty as applied to our product output. We were film people, whether features, shorts or news. Our future as well as our present at that time was on the Celluloid Strip, and we made pictures, distributed pictures, exhibited pictures.

That was our business then - pictures. We were only in the picture business --- heart, soul, and all of our ambitions.

We had better than forty years of this, and we attained an eminence in our industry which for most years gave us the distinction of leadership....But as the years changed, and patterns of living and achieving changed, our industry changed. Those who altered with it - and in the proper direction - survived and went forward. But it was a new order of things that they went forward into.

Paramount has changed in going forward. Our work patterns have changed, and so have our policy patterns, our human relations patterns -- and our speech patterns. Today many of us speak a language that would have been incomprehensible to us 35 years ago.

Our speech pattern had its first major change when silent pictures first achieved sound and then almost immediately, speech. We changed again when we went into VistaVision and began to speak of aspect ratio, 3D, stereophonic, surround horns and the like. Yet these were only variations of film technicalities which had been part of us from the film's beginning.



It was not until the 'romance' between the motion picture and television became legalized by 'marriage' that the new era of Paramount speech became, as it were, a matter of paramount importance.

So today we have, as full-fledged divisions of the Paramount organization, such towering activities as INTERNATIONAL TELEMETER, AUTO-METRIC, DOT RECORDS, TELEMETER MAGNETICS, CHROMATIC, PARAMOUNT TELEVISION PRODUCTIONS. These organizations surround us and are part of us as we are part of them. We use their names and they use ours.

Swiftly we are realizing that a name (Paramount), which once was attached only to a motion picture organization, is now the symbol of an upsurging dynasty.

PICTURES AND NEWS FROM THE NORTH AMERICAN BRANCHES



HOLLYWOOD - Exciting performances are given by Fess Parker and Nicole Maurey (who co-star with Jeff Chandler) in "The Jayhawkers," a tornadic drama of the formative days of the West.



CLIMAX IN "CAREER"

A mighty tense moment shared by Dean Martin, Shirley MacLaine and Anthony Franciosa in the Hal Wallis dynamic depiction of what it takes to make an actor. This is truly a picture of unforgettable performances, including one by Carolyn Jones, who also is starred.

Two men had been cast away on an island for years. One day one of them found on the beach a family size bottle of Coca-Cola. Grasping it, he cried out hoarsely to his companion, "Good Lord, we've shrunk!"

WASHINGTON Herb Gillis held a meeting with the Sales and Booking staff after the Philadelphia conclave, and apprised us of the importance of keeping up our momentum in securing top results in sales and liquidation of features and shorts.

Our returning vacationers are Alice Robrecht from Cypress Gardens in the sunshine state of Florida, and Cecelia Shanholtz who spent a quiet week at home baby-sitting for her sister's two young children. Our vacationers at present are Ida Green, Cashier, and Ruth Smith, Branch Manager's Secretary.

Bob Cunningham, Booker, is sporting a new white Chevrolet pick-up truck for use in his landscaping hobbies.

We are all girding ourselves for a successful season.

--Bill Fischer

NEW ORLEANS During July the New Orleans Paramount Pep Club started a new fiscal year by electing new officers as follows: Dave Richoux (Booker), President, Booker Eddie Richard, Vice-President and Booker Eddie Kaffenberger, Secretary-Treasurer. Our thanks for a job well done to outgoing officers, salesman Edgar Shinn and Cashier Ann Balencie. Our Pep Club sponsored a seafood supper out on the Lakefront which was enjoyed by all on July 18. Our new officers are working on a program of entertainment for its members. Our club now numbers 23 of whom one is a new member - Kathleen Juncker, Ledger Clerk.

Travis Carr, who transferred from Memphis Branch to New Orleans as booker became the proud papa of an 8 lb., 7 oz. baby boy while he was on vacation. Travis was also recipient of the company honor of becoming a member of the 100% club. Congratulations to you, Travis, from all at Paramount.

Clyde Daigle was also presented with an 8 lb., 7 oz. baby boy on July 3 making this his 7th boy. Somehow or other a little girl sneaked in between the 7 boys.

We have been having rain in New Orleans almost every day since summer began. Branch Manager Bill Holliday, and Assistant Cashier Della Favre, were marooned in their homes after a heavy rainstorm hit New Orleans and required National Guardsmen to distribute sand bags to most of the residents to keep water from their homes.

Each year the employees look forward to their vacations either to take trips out of town or just relax at home. Cathier Ann Balencie spent 2 weeks at home just relaxing. Travis Carr spent his vacation at home sweating out his new arrival. Val Steudlein, Booker's Assistant, stayed home and did a lot of fishing with her husband, Harold. Club President Dave Richoux used his vacation to get married; Milton Aufdemorte, Salesman, stayed at home on his 1st week's vacation doing maintenance jobs around his house. His hands should be well any day now from the bruises and cuts. Della Favre, Assistant Cashier, and family, motored to their camp in Chauvin, La. Tom Watson and family left for N. Carolina to see his family. Ned Rucker, Booker's Assistant, spent 2 weeks in Leesville, La. with the National Guard. Other employees are anxiously anticipating their vacations.

Last week, Mr. Holliday returned from a Branch Manager's meeting in Atlanta from which he brought us good news about future product for the end of 1959 and year of 1960. With features such as "THAT KIND OF WOMAN, "SAMSON AND DELILAH", "BUT NOT FOR ME", "CAREER" and "JAYHAWKERS", we are looking forward to a successful close of the 1959 year and looking forward to placing as one of the winning branches in the 1959 "Achievement Drive".

--Clyde Daigle



BERMUDA TRIUMPH ALSO. Not only has "Shane" proven to be a fantastically successful re-release in the United States, but has proven to be just about the most successful motion picture ever re-released in Bermuda. Word to this effect was imparted by Mr. Ronald Dwyer when he passed through New York recently en route to London. Mr. Dwyer is Executive General Manager of Bermuda General Theatres, Limited.

(Above): Alan Ladd, Van Heflin, Jean Arthur and Brandon De Wilde - star cast of "Shane."

CHARLOTTE Exhibitors in both Carolinas were tickled pink with their grosses on TARZAN'S GREATEST ADVENTURE. But, as well as TARZAN did for our exhibitors, no picture that Paramount has ever made can hold a candle to our one and only TEN COMMANDMENTS. Never before in the history of our business has one picture done so well for so many. Since going into release for Drive-In Theatres, it has continued to roll up unheard of grosses just as it did in the conventional brick and mortar theatres.

This past week we screened THAT KIND OF WOMAN which, prior to screening, we thought would be just another top picture. If there ever was a 'sleeper', THAT KIND OF WOMAN wins our nomination for our first in the A-19 season. When the screening started, the hard-boiled buyers and bookers who saw the picture were as noisy and wise cracking as usual, but as the picture progressed, quiet took over and a respectful silence gave tribute to a picture that, in our estimation, will be a "block-buster".

DON'T GIVE UP THE SHIP is proving to be just about the best grossing Jerry Lewis picture we have ever had and with the opening of LAST TRAIN FROM GUN HILL today in our key city, we are looking forward to fine rentals for the remainder of the A-18 season.

--B. A. Slaughter, Jr.

Stella Lavender spent a week visiting New York City and the New England recently. Sara Short and her husband vacationed at Myrtle

(Continued on Page 18)

O B I T U A R I E S



LOUIS PHILLIPS

Louis Phillips, vice-president and general counsel of Paramount Pictures Corporation, died of a heart attack at the North Shore Hospital in Manhasset, Long Island, on August 29th. He was 66, and had been a member of the Paramount organization for thirty-one years. How deep a loss to Paramount this was can be judged by the following tribute paid by president Barney Balaban:

> "The severing of Louis Phillips from the life of Paramount means far more than the loss of a dear friend, the passing of an associate. For Louis Phillips came to Paramount in the great era of the company's expansion in the late Nineteen Twenties (1928) when sage counsel in a host of legal matters was a priceless commodity. This counsel played its wonderful part in the upbuilding of Paramount...."

The members of the Legal Department at Paramount publicly paid this tribute:

> "It is with the deepest feeling of loss that we note the passing of Louis Phillips, who was not only our General Counsel but also a dear and devoted friend, a great man and lawyer who commanded the love and respect of all who knew him."

In a deeply moving service at Riverside Memorial Chapel in New York, attended by many hundreds of associates and friends, Rabbi Kreitman paid unforgettable tribute to both the gentleness and the integrity of Louis Phillips. He dwelt with great feeling on the fact that many times in his great legalistic career Louis Phillips was the despair of his associates because he could not feel unkindly to anyone - not even his opponents. And this, in purest essence was the character that he brought to bear on everyone with whom he was associated in his thirty-one years with Paramount.

Prior to his association with Paramount, Mr. Phillips had been attorney for and executive secretary of the New York Film Board of Trade. Throughout his entire career he had been a tireless worker for the many charities of the motion picture industry.

Surviving are his widow, Helen; two sons, Gerald K. and Howard W.; a brother, Abraham, and a grandchild.

To them, the sincerest expression of our deep sorrow.

A. HARRY PASSARELL



Pittsburgh branch in particular and the Paramount organization as a whole suffered a heavy loss on June 21 last when death suddenly took A. Harry Passarell, sixty-one.

Harry Passarell had been cashier in the Pittsburgh branch for many years; and prior to that, in the earlier years contributing to his 35 years of wonderful Paramount service he had served the company in responsible capacities in Wilkes-Barre (Pa.) and Philadelphia. His Pittsburgh service began in 1936.

He is survived by his widow, Mina, a son, Harry, and two daughters, Ellen and Anne. To them we extend our deep sympathy.



MUSSOORIE, India - His Holiness the Dalai Lama of Tibet is shown attending a special screening of "The Ten Commandments" at the Rialto Cinema here on July 21st. He was greatly impressed by the epic film "depicting most graphically the life of a truly great man," and expressed his thanks to Paramount for having arranged the special screening.

The Dalai Lama is shown at right in the auditorium of the Rialto Theatre. With him are Mr. Viswanath Sahni of the Rialto (centre), and Mr. Haldipur, Paramount's representative.

Time Magazine's report on this screening was carried in our last month's issue.



KUCHING, Sarawak - In just about every issue we have "The Ten Commandments" reaching a new part of the world. Now, at left, the mighty Cecil B.DeMille film has reached Sarawak, in the Northwest part of Borneo. This is the front of the Cathay Organisation's Sylvia Theatre, where the picture was shown most successfully during July and August.

WHILEVER THERE ARE MOTION PICTURES, THERE'LL BE "THE TEN COMMANDMENTS"

LETTER FROM BUENOS AIRES

" " "

"This is just to advise you that next week (August 31) we will start the FIFTH MONTH of exhibition of THE TEN COMMANDMENTS at the Metropolitan Theatre in Buenos Aires.

"Any further comment is superfluous."

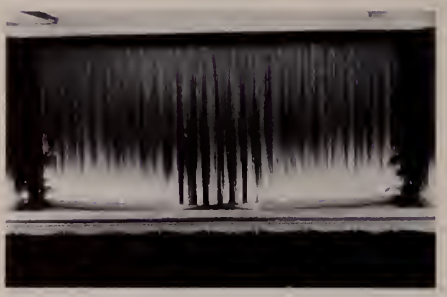
Sincerely,

(sgd.) Hugo Stramer



JOHORE BARU - By day and by night the greatness of "The Ten Commandments" spreads throughout Malaya. Here are two views of the Cathay Cinema in this city, and the news accompanying the photographs says that "The Cecil B. DeMille picture set new records for grosses and length of engagement, for any picture in any language."

A 'MIRACLE' IN BELGIUM



PITTEM, Belgium. At left is a calm, placid view of the interior of the Alfa Theatre of M. André Muylle. But it has not always been so placid, and especially during the sensationally successful engagement of "The Ten Commandments" recently. A great many things of importance happened at that time. Notable was the fact that the Alfa, which has a seating capacity of only 594, played to a total admissions of 25,222 - and this in a town of just 8,000 population. Normally, the Alfa plays two programs weekly. Yet when Paramount Manager Julian Binstock went to Pittem at the end of the 5th week (advertised as "irrevocably the last week of the film"), he found that so many people had come from so many distant spots that Mr. Muylle had to borrow 200 chairs from the homes of townsfolk to seat everyone.

(NOTE: Mr. Muylle has already applied for a repeat booking of "The Ten Commandments" and believes that the return engagement will work even greater miracles).





LA SERENA, Chile - As far as the eye can see in both of these views are long, long lines of people waiting patiently to enter the Centenario Theatre to witness "The Ten Commandments." It was a scene without precedent in the history of La Serena.



JOHANNESBURG - Attention commanding sign at the important traffic junction of Clarendon and Twist Streets.

SOUTH AFRICA'S RECEPTION OF "THE TEN COMMANDMENTS" GREATEST IN THAT COUNTRY'S HISTORY



IMPRESSIVE NIGHT VIEW of exterior of His Majesty's Theatre. The mighty Cecil B. DeMille production was in its 9th capacity week at the time of our going to press, with conservative predictions estimating that engagement would last 40 to 50 weeks. Sign is largest neon ever erected in South Africa to publicize a film.



DISTINGUISHED GUESTS in the foyer of His Majesty's on the evening of June 29th as "The Ten Commandments" premiered. (l. to r.) D. Cyril Stein, E.F.Lomba, Mrs. Lomba, His Worship the Mayor of Johannesburg (Councillor Ian Maltz), the Mayoress (Mrs. Maltz).



One of two banners at Johannesburg stadium during soccer game between South Africa and Bolton Wanderers. 30,000 spectators saw the game -- and the banners announcing "The Ten Commandments."



LEFT - Two posters at pedestrian level on new building being erected on Jeppe St. in heart of business area of Johannesburg.

BELOW

Another glimpse of the crowd of 30,000 at the football stadium, and one of the two banners for "The Ten Commandments."



Murals for His Majesty's Theatre were prepared and painted by art students of the Witwatersrand Technical College and elicited much commendation for their excellence.



If only we are faithful to our past, we shall not have to fear our future. The cause of peace, justice and liberty need not fail and must not fail.
John Foster Dulles



HOLLYWOOD - On the set of "Li'l Abner," musical comedy made from Al Capp's internationally famous comic strip, a Swedish newspaperman meets a pair of Dogpatch girls. He is Hans Nordwall, representing "Aret Runt" and "Familje Journalen" of Stockholm. The Dogpatch girls are Beth Holland (left) and Hope Holliday.



HOLLYWOOD - Tuesday Weld, who plays the daughter of Red Nichols in Danny Kaye's "The Five Pennies," models the Five Pennies charm bracelet and necklace. Manufacturer of the charms is Clifford Hermann of Darcy Products, Los Angeles.

RIGHT

STOCKHOLM - Several times a day, for many days, this 'Bengal Lancer' did a circuit of the city, and always ended up at the Anglais Theatre, where the the perennial Paramount epic of courage, "Lives of a Bengal Lancer" was the attraction. This was simple but very effective showmanship, and it paid fine dividends.



ROMANCE BETWEEN TWO STARS blossoms into an inter-planetary love affair as Jerry Lewis, a visitor from space, finds himself falling in love with a lovely earthling, Joan Blackman. Episode occurs in Hal Wallis' comedy filmization of the Broadway success, "Visit To a Small Planet."

INTERESSANTA NYHETER GER EN OPTMISTISK PARAMOUNT-VY

Optimismen i Paramount, som vi hade glädjen att rapportera om redan förra månaden, fortsätter att växa och sprida sig. Paramountchefen Barney Balaban framhöll den gången, att bolaget aldrig under hela sin era haft en så löftesrik framtid. Han berättade att de nya inspelningsplanerna är de mest betydande vi någonsin haft och att ett sammanträde på högsta nivå inom Paramount ytterligare understrukit detta. För närvarande realiseras dessa planer som bäst runt om i världen och redan 1960 kommer detta omfattande projekt att bära frukt.



Under tiden fortsätter Paramounts storfilmer världen över att bevisa, att dagens biopublik vill ha och kräver verkligt goda filmer, sådana som vi även i fortsättningen kommer att ge dem med sådana filmer som Marlon Brandos "One-Eyed-Jack," Hal Wallis "Career," Perlberg och Seatons "But not for me," Ponti/Giroses "Breath of Scandal," som har spelats in i Wien och Rom; Dino de Laurentiis "Jovanka and the Others" Sophia Loren och Anthony Quinn i "Heller With a Gun" och många andra. Perlberg och Seaton producerar för närvarande "The Rat Race" med Tony Curtis och Debbie Reynolds; Clark Gable är i Italien för att förbereda "Bay of Naples" och planeringen av en av de verkligt stora filmerna under 1960 "The Mountain Is Young", är i full gång.

Förra månaden gav vi Er informationer om grammofonbolaget Dot Records som nu är införlivat med Paramount. Även i detta nummer har vi nyheter om Dot Records och vi har för avsikt att hädanefter i varje nummer ge Er en glimt om detta bolag.

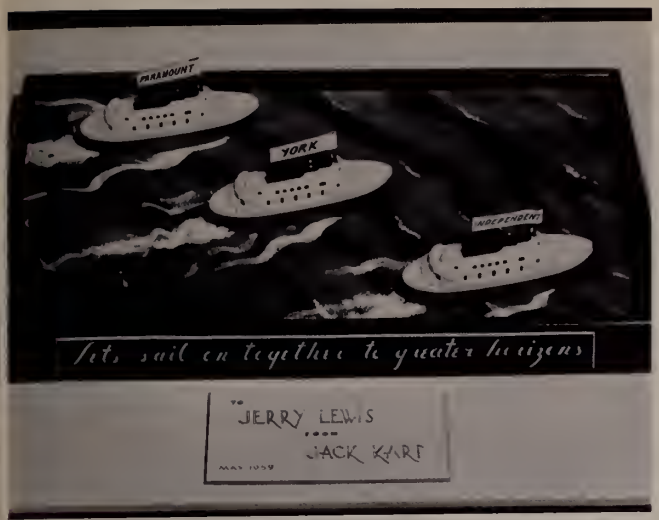


Marlon Brando and Karl Malden hold off the pursuing posse on the rim of a canyon in Death Valley in one of the dramatic highlights of a film of truly historic proportions - "One-Eyed Jacks."

Vi kommer att visa Er skivtillverkningen föreställa Er för sångstjärnorna etc.

Likaså kommer vi i framtiden att kontinuerligt ge Er färska fakta om de nya storfilmer som väntas inom den närmaste tiden, filmer som ännu så länge bara är namn för Er, men som snart nog kommer att vara stöttepelare för en ny tid inom nöjesvärlden

Vi närmar oss nu treårs-jubiléet av premiären på Cecil B. DeMilles "De tio budorden" vars succé växer för varje dag över hela världen. För närvarande slår den alla rekord på USA:s drive-in biografer av vilka det finns ungefär 5000 st. Den stora framgången och de fina resultaten finns det förövrigt många bevis för i detta nummer av Paramount World.



From J A C K to J E R R Y

When Jerry Lewis signed his recent very long term contract with Paramount, he received the above symbolic gift from Vice-president Jack Karp, studio head in charge of production. It bespeaks a long and wonderfully pleasant association in work and fruitful results for all.



Director Mel Frank watches Peter Palmer and Leslie Parrish go through their lines in a scene of "Li'l Abner."



HOLLYWOOD IS SCENE OF PARAMOUNT ACTION



Academy Award-winning designer Edith Head assures Jeff Chandler that she could not turn designer for him as she only creates fashions for female stars. Good-natured pleasantry took place on a set of "The Jayhawkers" as producer Mel Frank looked on.

BELOW

Shirley MacLaine welcomes Mr. Chikao Kano of the Mainichi Press of Japan to the set of Hal Wallis' "Career." Shirley, a very good friend of Japan, is all set to make a picture for Paramount in that country next year.



They know a secret! Yes, indeed — Alfred Hitchcock and Anthony Perkins know the locale and the theme of the mysterious mystery movie that Mr. Hitchcock commenced making this month somewhere in the Southwestern part of the United States. Mr. Hitchcock knows it because he is producing it for Paramount release; and Tony Perkins knows it (but is sworn to that ominous Hitchcock secrecy) because he is starring in it. As a matter of fact, knowing Hitchcock, it is not unlikely that he has already started it, shot it, and completed production on it. At all events, that's the sort of atmosphere surrounding it — all of which is pure manna for the movies.



One the set of "The Jayhawkers" it almost looks as though co-star Nicole Maurey is telling Chief Cameraman Loyal Griggs what exposure to use. She isn't, of course, because although she is a camera 'whiz' herself, she also knows that Loyal was chief cameraman on "The Ten Commandments," "Shane" and scores of other unforgettable films.



FRANKFURT - Cover of perhaps the most informative and most interesting issue of "Paramount in Wort und Bild" ever published is graced by Sophia Loren. At the time this June-July issue was printed, Sophia was in Austria and Italy making "Breath of Scandal," and she has remained in Italy to make "Bay of Naples," co-starring with Clark Gable.



HAMBURG - When in Germany recently, the production team of William Perlberg (r.) and George Seaton held an important press reception at the Atlantic Hotel. Here they are drinking a toast with Miss Kay Proctor of the Hollywood staff of Louella O.Parsons, internationally renowned film columnist. Miss Proctor was vacationing in Northern Germany at the time.

Nothing is sadder than the consequences of having worldly standards without worldly means.
Van Wyck Brooks

RIGHT

BERLIN - Following the termination of the Berlin Film Festival there was an MPEA reception at the Berlin Hilton Hotel. This shot is of the Paramount table. Reading from left: Boris Jankolovics, Supervisor for Germany and Belgium; Howard Harrison, Paramount's international production representative; Mrs. Jankolovics; Publicity Director Gunter Schack; Mrs. Schack; Mr. and Mrs. Bert Reisfeld, top Hollywood correspondents for the German press.

PARAMOUNT-OPTIMISTISCH

Der Optimismus in der Paramount-Organisation, von dem wir Ihnen in unserer letzten Ausgabe berichteten, breitet sich weiter aus. Präsident Barney Balaban erwähnte kürzlich, dass es in der Geschichte der Paramount noch nie eine so stürmische Aufwärtsentwicklung gegeben habe. Präsident Barney Balaban sagte weiter: "Die von uns geplanten neuen Filme wurden von einem verantwortlichen Gremium auf das sorgfältigste vorbereitet und stellen das Optimum an Geschäftsvolumen dar. Schon heute haben wir in allen Teilen der Welt mit den neuen Produktionen begonnen, sodass wir



FRANKFURT - Always deeply interested in all phases of activity connected with his productions, Producer Hal Wallis confers with Paramount distribution executives here on the showmanship campaign on "Last Train From Gun Hill." Mr. Wallis is at left; then Publicity Director Gunter Schack; Mr. Boris Jankolovics; Sales Manager Erwin Schad; Sales Control Chief Konrad Metka; Publicity Assistant Fried Hintz.

1960 die Früchte dieser eingehend vorbereiteten Teamarbeit ernten können."
Wir wissen, dass die unerreichten Grossfilme der Paramount der einzig richtige Weg zum Geschäftserfolg sind. Der Kinobesucher braucht ja fordert Grossfilme und das ist es, was wir ihm mit den neuen Paramount Produktionen wie Marlon Brando's "Der Einäugige", Hal Wallis' "Karriere", Perlberg und Seaton's "Bei mir nicht", Ponti-Girosi's "Olympia", Dino de Laurentiis' "Jovanka und die Anderen", Sophia Loren und Anthony Quinn in "Heller with a Gun" und vielen anderen bieten.
Perlberg - Seaton drehen gerade "The Rat Race" mit Tony Curtis und Debbie Reynolds. Clark Gable bereitet in Italien den "Bay of Naples" vor und von dem Grossfilm "The Mountain is Young" erwartet die Paramount 1960 ein überdurchschnittliches Geschäft.

Im letzten Monat berichteten wir Ihnen über





FRANKFURT - Centre spread of the June-July issue of Paramount In Wort Und Bild carried this particularly fine advertisement for "The Buccaneer."

Back cover of the issue was devoted to a number of outstanding examples of practical showmanship as demonstrated throughout Germany in recent months.



FRANKFURT, Germany — Hal Wallis (arrow), came to Germany with a big Elvis Presley story, and, inevitably, got a big press. Here is the assembly of almost thirty reporters in the Hotel Frankfurter Hof gathered to hear the facts about the Elvis Presley Paramount picture at that time known as "G. I. Blues."

die Schallplattenfirma "Dot Records", die jetzt von der Paramount übernommen wurde. Mr. Weltner hatte ja anlässlich der Fusion Paramount - Dot Records gebeten, möglichst intensive Werbung für diese Firma zu betreiben. Weitere eingehende Angaben über "Dot Records" finden Sie in dieser Ausgabe und wir werden Ihnen über die Entwicklung der Firma in der Paramount Familie laufend berichten, so z.B. wie die Schallplatten hergestellt werden - welche Stars sie besingen und nicht zuletzt, wie sich der Verkauf entwickelt.

Gleichzeitig möchten wir es nicht versäumen, Ihnen noch andere Ereignisse aus der Paramount Organisation zu übermitteln, deren Auswirkungen erst in den nächsten Monaten zu erwarten sind und die wir als für die ganze Filmindustrie ausserordentlich wichtig bezeichnen müssen.

Jaques Bergerac und Dorothy Malone feierten in Hongkong ihre Hochzeit. Als Partner von Susan Hayward (Oscar-Preisträgerin) war Jaques Bergerac in dem Paramount Film "Donner in der Sonne" ein überzeugender Darsteller.

Kurz vor dem dritten Jahrestag der Welturaufführung des Films "Die Zehn Gebote" stellen wir fest, dass die Zugkraft dieser einmaligen Cecil B. DeMille Produktion nicht nachgelassen hat. In den 5000 Drive-in Kinos der USA setzt der Film seinen Siegeszug mit überzeugenden Kassen fort - von den vielen Einsätzen in den anderen Ländern ganz zu schweigen, wie aus der vorliegenden Ausgabe ersichtlich ist.



CAIRO - Front of the eminent Egyptian theatre, the Lux, with "Wild Is the Wind" the current attraction, and "Dr.Cyclops" as the next film. Hence the mammoth figure above the theatre's marquee. It attracted a lot of attention.

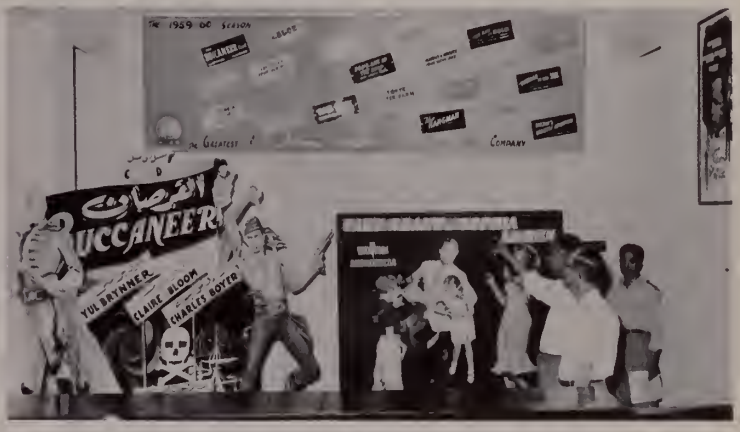


TOP PARAMOUNT HAPPENINGS IN THE CONTINENTAL SCENE

STOCKHOLM - A 'Bengal Lancer' pauses outside the Royal Opera here on his rounds of the city in the interests of advertising the showing of "Lives Of a Bengal Lancer" at the Anglais Theatre.



FRANKFURT - Following a visit to London, Producer Hal B. Wallis flew to Germany in connection with location work on his new production, "Cafe Europa," starring Elvis Presley. He is shown being greeted at Rhein-Main Airport. From left: Unit Manager Richard McWhorter; Mr. Wallis; Boris Jankolovics, Paramount Supervisor for Germany and Belgium; Publicity Director Gunter Schack; and the Traffic Manager for British European Airways.



CAIRO - Magnificent display of forthcoming product greets the exhibitor entering the Paramount premises here. Viewing it are - Manager H. Donald Hunter (nearest camera), Publicity Director Zaky Kenawi(pointing); office aide,Abdel-Aziz.



HOLLYWOOD - Important visitors to the set of "Li'l Abner" are Shaikh Mohamed (centre),son of the ruler of Bahrain Island in the Persian Gulf; and Bin Shaikh and Sulman Alkhalifa. In charge of showing them the set were producer Mel Frank and co-star Peter Palmer.



CAIRO, Egypt - Massive cutouts of Anthony Quinn and Sophia Loren were put to most effective use by the Cinema Radio to advertise "The Black Orchid."

JOHANNESBURG, Union of South Africa - Notables at the premiere of "The Ten Commandments" at His Majesty's Theatre. (l to r) Mr. E. F. Lomba; His Worship the Mayor of Johannesburg (Councillor Ian Maltz); Charles P. Juroe, Director of Advertising and Publicity for Continental Europe; Mrs. D. C. Stein. Premiere inaugurated most successful season.



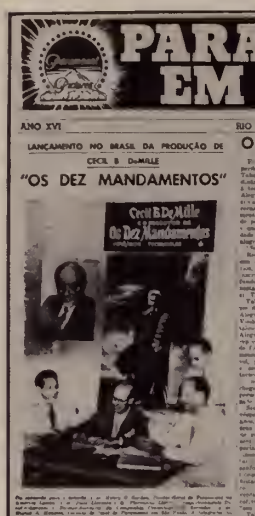
The title song of the Clark Gable picture,"But Not For Me," is a standard favorite, and is available in recordings by Frank Sinatra, Doris Day, Gene Krupa, Mary Martin, Artie Shaw,Paul Weston, Julius LaRosa, Jo Stafford and many others. Actually it has been recorded 59 times, and the latest one is by Ella Fitzgerald, and is the one actually used in the beginning of the Gable picture. Verve Records cut it, and copies of the disc are being sent to all offices.



LISBON, Portugal - A most effective foyer display for "Vertigo" in the Monumental Theatre, where the Alfred Hitchcock film imparted a conspicuous volume of thrills to capacity audiences.



Vera Miles as Daniza in "Jovanka and the Others," spectacular and thrilling drama by Dino De Laurentiis for Paramount distribution. Here Daniza chews some stolen bread as she regrets her past.



PARAMOUNT EM AÇÃO

A matéria inserta nesta edição pode ser reproduzida no todo ou em parte

ANO XVI — RIO DE JANEIRO, BRASIL — Nº 1

LANÇAMENTO NO BRASIL DA PRODUÇÃO DE CECIL B. DeMILLE

"OS DEZ MANDAMENTOS"

O FALECIMENTO DE TABAJARA MENEZES

"OLYMPIA", DE FERENC MOLNAR, AGORA EM VERSÃO CINEMATOGRÁFICA

The loss of Tabajara Menezes to the Paramount organization of Brazil was a deep and very sad one. Death took a devoted servant from the Paramount ranks, and the fine Paramounteers of the great nation of Brazil have seen fit to express their grief in one of the most moving editorial tributes we have ever read. You see it above in three full columns of Paramount em Ação, the splendid Paramount voice in Brazil.

****

NOTICIAS INTERESSANTES PRODUZEM OPTIMISMO NOS ARRAIAIS DA PARAMOUNT. OUTRAS NOTAS.

****

O optimismo, que segundo noticiámos, reinava na organização da Paramount no mês passado,está predominando e vai se alastrando por outros setores, no exterior. Motivou essa corrente de animação os dizeres do presidente Barney Balaban que declarou naquela data que a Paramount estava numa situação como nunca haviaestado, a ponto de abrir amplas clareiras para o seu futuro — de grande prosperidade. Disse êle que os filmes que estão em produção ou que vão ser produzidos são os melhores que a nossa companhia já fez. Os planos para essa produção foram traçados durante a conferência que nos Estúdios tiveram os executivos da Paramount. Hoje êsses planos de produção, que tiveram vasta repercussão em outros centros, estão sendo adotados em sua íntegra, de sorte que a produção dêste ano começará a revelar os seus efeitos em 1960.

Enquanto isso, a distribuição mundial dos filmes do programa "All-Time Greatest Pictures" está provando, sem sombra de dúvida, que a gente cinemeira de tôda parte sabe o que quer,desde logo exigindo o melhor dos filmes. E êstes são os que a Paramount tem em seu novo programa, que consta de produções como a recem-finda de Marlon Brando "One-Eyed Jacks", a de Wallis "Career", a de Perlberg e Seaton "But not for me" (de que demos ilustração na nossa capa no mês passado), a de Ponti-Girosi denominada como anunciamos "Breath of Scandal", que foi filmada em Viena e Roma; a de Dino De Laurentiis "Jovanka and the Others"; "Heller With a Gun", com Sophia Loren e Anthony Quinn e muitas outras produções notáveis. Perlberg e Seaton estão agora filmando "The Rat Race" com Tony Curtis e Debbie Reynolds; Clark Gable acha-se presentemente na Itália, preparando-se para a filmação de "Bay of Naples", enquanto que se ultimam os planos para a rodagem de "The Mountain Is Young", que será por certo uma das "supers" na temporada de 1960.

Tivemos o prazer de anunciar no mês passado o que corria sôbre a Dot Records, firma essa que passou a formar uma divisão da Paramount Pictures. Essa notícia se relacionava a uma carta que foi enviada a todos os países por Mr.G. Weltner, a qual explicava os planos da Paramount para uma campanha de "popularização" dos discos da Record por tôda a parte. Temos nesta edição novas informações sôbre a Dot Records e propósito ampliar o noticiário acerca dessa organização em nossas futuras edições. Estamos agora dando informes de como os discos da "Dot Records" são feitos, quem são suas estrêlas de renome e como ativar a venda de seus discos.

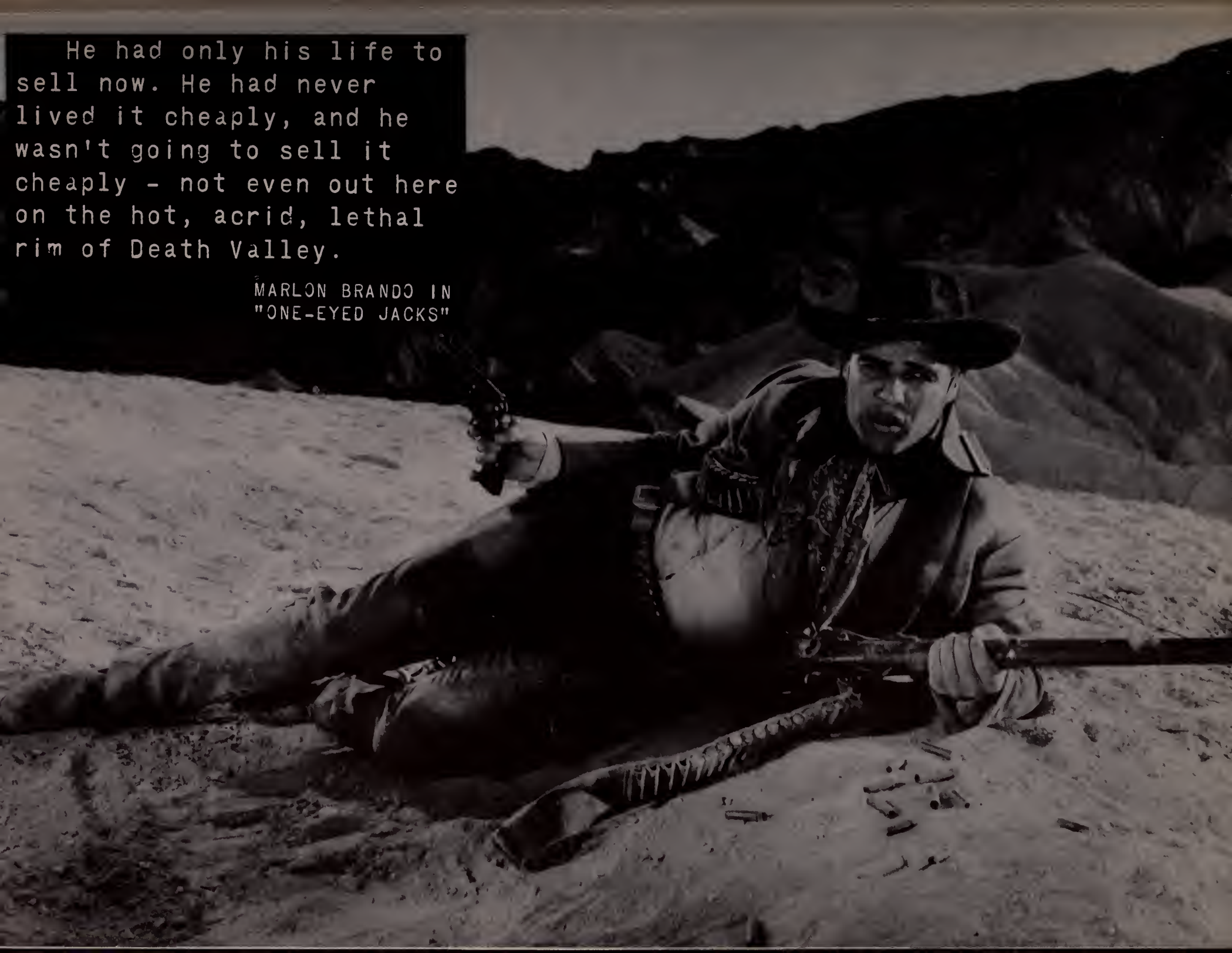
Com os correr do tempo iremos dando informações sôbre outros aspectos da organização da Paramount para mostrar a medida de seu maravilhoso crescimento e o desenvolvimento que é de esperar tenha lugar dentro de alguns meses. No momento êsses desenvolvimentos não são para os leitores senão nomes, mas em futuro próximo os mesmos se tornarão pilares de uma grande dinastia de entretenimento e bons negócios.

Um dos interessantes fatos mencionados nesta edição foi a notícia ilustrada do casamento em Hongkong do ator cinematográfico Jacques Bergerac com Dorothy Malone. Mr. Bergerac foi co protagonista com Susan Hayward (ganhadora do Oscar Acadêmico) no filme Paramount "Sol e Sangue", uma das esplêndidas produções do programa dêste ano.

Breve fará três anos desde a estréia grandiosa de "Os Dez Mandamentos" do saudoso diretor Cecil B. DeMille, e se algo podemos assegurar de maneira definitiva, é que a fama e popularidade do filme permanece alta e crescendo. O seu êxito nos EE. Unidos, especialmente nos denominados "drive-in theatres" (ou cinemas ao ar livre), dos quais há uns 5000 no país,continua batendo récordes em milhares dêsses pontos. E, segundo notícias por nós recebidas, no resto do mundo o seu êxito é igualmente colossal.



LISBON - Lobby of the Monumental Theatre was decorated with this very impressive display when the Hal Wallis drama, "Wild Is the Wind" was the highly successful attraction.**********



He had only his life to sell now. He had never lived it cheaply, and he wasn't going to sell it cheaply - not even out here on the hot, acrid, lethal rim of Death Valley.

MARLON BRANDO IN
"ONE-EYED JACKS"

RIGHT

MILAN - Pop-Eye most certainly is a power here in Milan, to judge from this truly sensational front-of-house display on the Odeon Theatre.

NATIVE TITLES

The "Grandma Moses" of the Isle of Capri, folk artist Carmelina, has been engaged by producers Melvills Shavelson and Jack Rose to prepare the opening titles for "Bay of Naples," currently being filmed in various parts of Italy in Technicolor and VistaVision, with Clark Gable and Sophia Loren starring.



SINGAPORE - How's this for a double? The Cathay Theatre held a contest for Sophia Loren doubles in connection with the presentation of "Houseboat." This young lady won it. She is Miss Marjorie Jonss, professional model.

RIGHT

GENOA - The Olympia Theatre here knows that Italian film fans really love "Pop-Eye" — hence this wonderful display (complete with Paramount Trade Mark) in the lobby of the cinema.



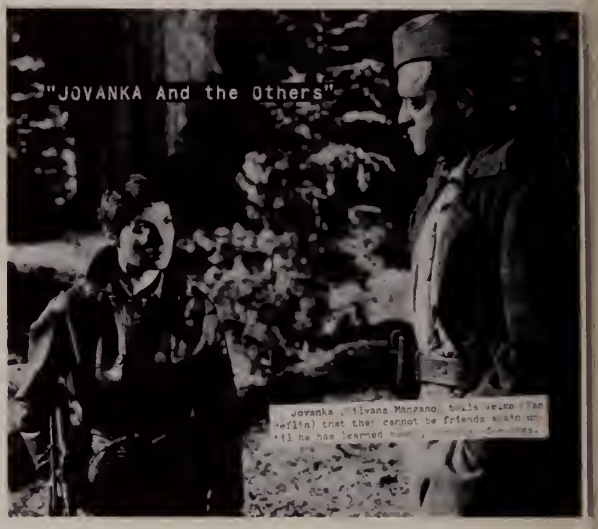
NOTIZIE INTERESSANTI E VERDUTE OTTIMISTICHE DEL MONDO PARAMOUNT

L'ondate di ottimismo che nei rigusrdi dell'organizzazione Peramount fummo lieti di riportare il mese scorso continus a crescere e ad astendersi sempre più. Come il presidente Berney Balaban ebbe allors occseione di rilevare, msi come ors in questi ultimi tempi la Csse Psramount si è trovets in migliori condizioni par svviarsi verso le più grande proeperità che sbbie msi conosciuto. Egli he dichiarato che i piani in corso per le nuove produzione sono i più eostenzisli che sbbiemo msi fatto e che nelle riunioni tenutesi recentemente ello Studio i nostri slti dirigenti hsnno corroborsto e completsto tali piani. Oggi, infetti, in diverse parti del mondo, queeti pisni di lavorszione sono già psssti ell'ettuszions pratics, sicchè nel 1960 cominceremo a raccogliere i frutti di questo saggio programms di produzione.

Frsttsnto, le programmazioni dei "Più Grandi Film Paramount" stanno dimostrendo deppertutto chs il pubblico di oggi vuole ed esige pellicole veramente grandi. E pellicole grandi sono proprio quelle che la Paramount si sppresta sd offrire in futuro, e cominciere dal film di Merlon Brando, ONE-EYED JACKS, da CAREER di Hsl Wallis, delle produzione Perlberg-Seston BUT NOT FOR ME (nostra copertine del mese passato), da BREATH OF SCANDAL delle Ponti-Girosi girsto e Vienns ed e Rome, dal lavoro JOVANKA AND THE OTHERS di Dino De Laurentiis, da HELLER WITH A GUN con Sophie Loren e Anthony Quinn, e molti eltri. E poi ci ssrsnno THE RAT RACE con Tony Curtis e Debbie Reynolds di cui i Sigg.Perlberg a Seston hsnno già inizisto la levorszione; BAY OF NAPLES slls cui interpretszione Clark Gable si sts già preparando in Itelis, ed infine THE MOUNTAIN IS YOUNG per il quale ci sono in corso grandi pieni che ne ferenno uno dei colossi del 1960.



Il mese scorso siemo steti lieti di potervi dsre ulteriori informszioni circs le compagnie di dischi Dot Records che costituisce oggi une delle brsnche della Paramount Pictures. Insieme s dette informszioni, pubblicemmo une lettera di Mr. Weltner diretts s tutti i nostri uffici del mondo sppunto per fsr conoscers i piani della Paramount per la divulgszione dei dischi Dot in tutti i psesi. Oggi sbbiamo per voi sltre notizie sulls Dot Records, mentre ci riserviemo di tenervi sl corrente in ogni futuro numero circs le più importsnti novità relative s quests sezione della nostrs Csss. Vi feremo vedere come vengono fsbbricsti i dischi



Dot, chi sono i più fsmosi cantsnti che vi prsndono psrte, ed infine sltre notizie circs il lsnciemento dei dischi stessi sul mercsto.

In seguito poi vi metteremo s giorno su sltri settori dell'organizzszione Psramount che vi confermersnno come essa stia diventsndo sempre più grande, nonchè sugli sviluppi di vario genere che svrsnno luogo nel volgere di pochi mesi. Tsluni di questi sviluppi non sono per voi oggi che dei semplici nomi, ms il prossimo futuro dimostrerà che essi sono le colonne di una grande dinsetis nel mondo dello spettscolo e in quello commercisle.

Uno dei nostri srticoletti interessnti questo mese è il resoconto illustrsto che vi diamo delle nozze svvenute s Hongkong trs i divi cinematografici Jacques Bergerac e Dorothy Malone. Il signor Bergerac è uno degli interpreti, con Susan Hayward vincitrice dell'Oscar, di THUNDER IN THE SUN che la Psramount sts sttualmente distribuendo in tutto il mondo.

Ci svviciniamo sl terzo snniversario dell'uscite di I DIECI COMANDAMENTI di Cecil B. DeMille e tutto quel che possiamo dire è che il potere d'sttrsttiva di questa colossele pellicols ve sssumendo proporzioni sempre maggiori. Negli Stati Uniti l'effluenza di pubblico nei locali all'sperto (ce ne sono quasi 5000) srrive slle stelle, con cifre d'incssei che in miglisis di csei reggiungono livelli fsntsetici. Nel resto del mondo la pellicols continus sd ottenere risultati sltrettsnto splendidi, e in questo numero di oggi ne troverete smple prove.



CARROLL BAKER, co-star of "But Not For Me" with Clark Gable and Lilli Palmer, departs for Hollywood by air for discussions with the picture's producers on premiere plans.



U.S.A.-CANADA ACTIVITIES PICTURED

"New York Chronicle" Is a Hit Publication

One of our big moments these past few months came when we learned that we had been placed on the mailing list of the "New York Chronicle." Our pleasure was expanded by the fact that subscription is free.

("The New York Chronicle" is published by Perlberg-Seaton Productions at appropriate times. It came into being when the matchless comedy, "Teacher's Pet", was in production, and was an immediate hit).

Its circulation is now on an international basis. This came about largely because Vice-president George Weltner provided Bill Perlberg and George Seaton with a mailing list. Here are some typical reactions to the "Chronicle":

From Bill Holliday, Branch Manager, New Orleans: "I like it. My salesmen like it. My bookers like it and every office employee also. Keep them coming to us".....From Ward Pennington, Milwaukee Sales Manager: "This bulletin not only started my day with a few hearty chuckles, but I noted with considerable interest the planned filming you have for 'The Rat Race' in Milwaukee".....Henry Haustein, Branch Manager in Seattle, said: "...I intend to not only quote from the New York Chronicle but run off ozalid copies for my top accounts"...From John Aarshoj, Paramount Manager in Copenhagen, Denmark (where locations for "The Counterfeit Traitor" will be filmed): "...You can be quite sure that I will use it for our press in Denmark...." And this excerpt from a fine letter from Sidney G. Deneau, Vice-president of Paramount Film Distributing Corp.: "....I read the first issue with great relish inasmuch as it contained much exciting food for thought!....I would like 100 copies of each issue for sending directly to our sales force as well as to important exhibitors in the Western territory..."



Clark Gable, having arrived at New York International Airport by jet, en route to Europe to make "Bay of Naples," has his New York itinerary swiftly outlined to him by publicist Zac Freedman. At right is Mrs. Gable.

(The 'itinerary' had to do with publicity, interviews and photos in connection with the upcoming release of "But Not For Me.")

RENO, Nevada - Mighty premiere of "The Five Pennies" at the Granada here was sponsored by the Harrah Club, where 'Red' Nichols himself was appearing in person at the time. Mayor Baker proclaimed the occasion 'Red Nichols Day' and the house was crowded to capacity.



BERNARD DONNENFELD, formerly of the Paramount Pictures home office legal and business departments, has transferred to a key executive position on the company's Eastern production staff, which is under the direction of Russell Holman. The move is in line with Paramount's production expansion program.

Donnenfeld is a graduate of New York University Law School. His addition to the Eastern production staff is expected to relieve Holman for more intensive activity in the creative phases of his services for the Paramount Hollywood studio, particularly in the field of story material coverage and purchase.



LEFT

Paramount producer Hal B. Wallis as he sailed aboard the S.S."United States" for England and Europe to seek properties, study audience tastes - and to start the next Elvis Presley Paramount picture rolling.



TAB HUNTER (above) has been added to the cast of the Perlberg-Seaton production of "The Pleasure of His Company," current Broadway hit.

Already signed for the gay comedy, which commences filming within the next few months, are Fred Astaire, Debbie Reynolds, Lilli Palmer, Charlie Ruggles and Gary Merrill.

George Seaton will direct with William Perlberg the producer.

The charms of a passing woman are usually in direct relation to the speed of her passing.
Marcel Proust



HOLLYWOOD - Hyun Choo Oh, Miss Korea in the international contest for Miss Universe, sports "Pappy Yokum's" (Joe E. Marks) silk hat as she poses prettily on the big camera dolly used to film "Li'l Abner."

King Trimble Is Happy

San Francisco's King Trimble, elected last month to membership in Paramount's 100% Club, has written to Vice-president Sidney G. Deneau in this vein:

"I want to let you know how happy I was to receive your letter advising that I had once more been chosen for membership into our "100% Club."

"This came as a complete surprise to me,and to say the least, I was overjoyed to the Nth degree, as I had no idea that I had 'paid my dues for 1958' into this almost sacred organization of PARAMOUNT people.

"I was totally unaware that I had even been recommended for a 'repeat' on this fine honor; and the other day, when I was formally presented with my pin by Mr. East in front of our entire S.F. staff — and it was quite a presentation, too! — I was at a loss for words to express all of my innermost feelings.

"May I assure you that I will strive to merit the award in every way possible and continue my efforts in working at all times for our future success - and the future success of the fine Company we represent."



OKLAHOMA CITY - This superlative display for "Last Train From Gun Hill" was in the lobby of the Criterion Theatre here for six(6) full weeks in advance of the premiere of the Hal Wallis picture. An accompanying note from Bob Bixler, field representative, said: "Credit for this excellent display goes to the best dam theatre manager in the entire country. I refer to Farris Shanbour." That's telling 'em, Bob!

News from the U.S. branches

CHARLOTTE NEWS
Cont. from P.6

Beach, S. C. Polly Morris also spent a week at the beach with relatives. Jake Neil and his wife, Lois, enjoyed seeing New York City. Weber Howell spent his spare time doing odd jobs around his new home and resting from his duties at the office. Branch Manager Lawrence Terrell vacationed in his home state, Georgia.

Little John has a sister. Mildred Hoover is pleased over the arrival of a granddaughter on July 28. Born to son and daughter-in-law, Lt. and Mrs. John R. McWaters, now stationed at Fort Belvoir, Virginia. By September the family will be living in Germany.

From a letter received from B. L. Furpless, Amuzu Theatre, Southport, N. C.

"To all the fine people in Paramount's Charlotte Branch. On July 4th the Amuzu Theatre completed 47 years of operation. I want to thank each of you for your wonderful cooperation in the past years, especially since television came to this area."

Our thanks to Mr. Furpless for the nice comments and congratulations to the theatre for a long record of showing motion pictures. Southport is located on the coast of North Carolina.

--Mildred Hoover

ST. LOUIS

Why should St. Louis be different and not tell you where our branch personnel has been on vacation? Here goes:

Jerry Bahner, Head Booker-Office Manager, went on a week's fishing trip at Clearwater Lake in the Ozarks. No fish were caught - just a severe chase of "chiggers" picked up by Gene, Jerry's wife.

Hilda Ketterer, Branch Manager's Secretary, spent a week in Biloxi, Miss., basking in the sun. Went deep sea fishing and also spent a day in New Orleans.

Pauline Wrozier, Clerk, has finally realized her dream. She and her family moved into their new home in O'Fallon, Mo., a suburb of St. Louis, and now she commutes to the office as so many others do. Best of luck in your new home, Wroziers!



THE DARLING OF DOGPATCH - Julie Newmar as 'Stupefyin' Jones' really wows the colorful colony of Dogpatch in this inciting incident in the now-completed "Li'l Abner."

@@@@@@@

Ruth Shurnas, Ass't Cashier, spent a week in New Orleans and Panama City.

Lee Caruso, Inspectress, also moved into a different home. Lee's son, who is stationed in Hawaii, comes home soon and she is so looking forward to it.

Edna Boyne, Booker, went to California again this year. She says it is "God's Country". Disneyland also made a big hit with her.

Joe Benedict, Salesman, spent his two weeks building himself a new home near Imperial, Mo. What a man! He did have some professional help but actually did most of it himself. Will be able to move into it in the very near future.

Claire Slade, Stenographer, came back from Florida brown as a berry and sporting new clothes with that "Miami look". She met some interesting people there and it was also her first airplane trip.

--Jane Smoller

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THE TALENT AND EXECUTIVE STRUCTURE OF DOT RECORDS



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TOM MACK
Vice-President in Charge of Albums



NORMAN GREER
Director of Advertising and Sales Promotion



JAMES M. BLACK
Comptroller



JAMES N. BAILEY
Director of Administration



RANDY WOOD
Founder and President of Dot Records.

THE "DOT" STORY
By NORMAN GREER

The story of Dot Records, one of Paramount's newest subsidiaries, is the story of Randolph C. "Randy" Wood and his rise from radio shop owner to president of a multi-million dollar corporation.

Dot became a wholly owned subsidiary of Paramount Pictures Corporation in April, 1957. Although the company was less than seven years old at the time, it had already achieved the prestige of being acclaimed a "major" record label. In the fifty-year span of the recording industry, only four other American companies enjoy that distinction: RCA Victor, Columbia, Decca, and Capitol.

Pat Boone, Billy Vaughan, Louis Prima, Keely Smith, Debbie Reynolds, Gale Storm, Lawrence Welk, Danny Kaye, Helen Traubel, Dodie Stevens, The Fontane Sisters, Marlene Dietrich, The Mills Brothers, The Hilltoppers, Tab Hunter, Bob Crosby and Margaret Whiting are some of the stars whose recordings are part of the ever growing Dot catalogue.

Employees and stockholders alike can be proud that Dot is now part of the Paramount organization. They can credit president Barney Balaban, vice-presidents George Weltner, Paul Raibourn, and James L. Richardson with not only acquiring the firm but continuing to hold Randy Wood as the company's president.

Recently, Dot aided Paramount in exploiting "The Five Pennies" with its release of the soundtrack album starring Danny Kaye and Louis Armstrong. Dot's promotion of the film's music not only helped sell tickets at the box-office, but added to the prestige and profits of both Dot and Paramount. Dot also produced and marketed the sound track album of "The Ten Commandments."

Wood, now a Paramount vice-president, founded Dot Records in 1950. It was the off-shoot of a prosperous mail-order retail record business he had built in the small town of Gallatin, Tennessee, a suburban community 28 miles north-east of Nashville.

Randy, as he is known and called by all friends and co-workers, takes an active part in civic life, belonging to such organizations as the American Legion, Shrine, Elks, Kiwanis and other civic groups. He lives with his wife Lois and their three children, Linda, 14, Larry, 11, and John, 8, in Beverly Hills and regularly attends church at the Hollywood Methodist Church, where he is a director and Sunday School teacher.

He was married shortly after graduation from college and settled with his wife in Nashville to embark on an insurance career. Within a year, he led his colleagues in sales and earnings and was on the threshold of a career when he entered the U.S.Air Force.

In 8 months, he rose from private to lieutenant, receiving

(Continued on Page 20)



PAT BOONE



LOUIS PRIMA-KEELY SMITH



GALE STORM • BILLY VAUGHAN



DODIE STEVENS



LAWRENCE WELK

Reading books in one's youth is like looking at the moon through a crevice; reading books in middle age is like looking at the moon in one's courtyard; and reading books in old age is like looking at the moon on an open terrace. This is because the depth of benefits of reading varies in proportion to the depth of one's own experience. Chang Ch'ao



LOS ANGELES - When "The Five Pennies" premiered at the Wilshire Theatre, one of the public-attention activities was the changing of the name of one of the intersecting thoroughfares to "Five Pennies Lane." Performing the act was Miss Tuesday Weld, who plays the role of Red Nichols daughter at 14 in the Danny Kaye film.



New York City's famed skyline in truly part of the picture in "That Kind of Woman," along with Sophia Loren and Tab Hunter. Picture was filmed entirely in New York.

What keeps most investors out of the stock market is the supermarket
The Headliner



A typical Dot Records advertisement as it appeared in a recent issue of Billboard magazine, one of the authoritative 'voices' of the record industry.

THE DOT RECORDS STORY
(Continued)

his commission at Yale University. Assigned to communications at Smyrna Army Air Base in Tennessee, Wood was soon put in charge of all communications activities, was advisor to the Commanding General of the Southeast Flying Training Command, and was finally selected by Wing Commander General Carl McDaniel to serve as a member of his personal staff.

Following his release from active duty as a Captain with the Air Force in 1945, Wood decided against re-entering the insurance field. Electronics and radionics had been his hobby and ambition during high school and college, which led to his joining with an Army buddy to open a Radio Sales and Service Shop in Gallatin. The business grew and so did Randy's ambition. His partner yearned for other fields and sold out.

In 1948, Randy's Radio Sales and Service Store became Gallatin's music centre. Radios, phonographs and records were his stock in trade. With his profits, he bought time on a Nashville radio station, to advertise and sell records via mail order. In a year's time, he had increased a once-nightly sixty-second spot on Nashville's WLAC to a full sponsored 45 minute show. Proportionately, the Gallatin post office grew from a third to a first class rating - all based on the mail order purchases from Randy's Record Shop.

It was then that Fortune Magazine profiled Wood as founder of the World's largest retail mail order record business.

One summer afternoon in 1950, a group of Gallatin high school youngsters approached Randy. They had written a song and wanted to record it. If Randy would have it played on his radio broadcast, perhaps it could sell. The idea struck Randy that this might start a new venture. Within 48 hours a record, "Boogie Beat Rag," by the Tennessee Drifters, was ready to be advertised and marketed. It was played on Randy's radio program and the orders poured in.

Using the first name he could think of - one that was short and easy to remember - he had labels printed to read "Dot Records." That first release sold more than 10,000 records.

A new recording company had been formed. Although $1,000 was deposited in the bank as company capital, not a penny of that investment was ever spent. With artists like the Tennessee Drifters, Mac Wiseman, and Johnny Maddox, the Dot label was on its way to fame and fortune.

In 1952, a home recording made by a group of four lads from Bowling Green, Kentucky, was sent to Randy. It had possibilities, but needed a more professional touch. Randy drove to Bowling Green, contacted the quartet's organizer, Billy Vaughan, and re-recorded the Hilltoppers' first commercial release, "Trying." Written by Vaughan, "Trying" became an overnight hit. So much so that it launched the Dot label to the

The Dot Records "Five Pennies" album is proving to be a massive seller wherever displayed.

record buying public of the United States. The Hilltoppers followed "Trying" with the million-selling record "P.S. I Love You," making both talent and consumer "hot for Dot."

The Fontane Sisters with "Hearts of Stone" and "Seventeen" added to Dot's prestige. They were followed by Pat Boone and Gale Storm. Dot was hot and getting hotter. Nothing could stop the label from moving ahead.

Within six years after Dot had released its first record, the company showed a yearly gross of close to $6,000,000 and was in its present headquarter offices in Hollywood, at Sunset and Vine.

Dot Records is still run and managed by Randy Wood. Aiding him are ten of his original employees from Gallatin, who had the faith and enthusiasm to uproot themselves and their families to move to Hollywood.

The Dot organizational structure now has Randy Wood flanked by vice-president Christine Hamilton, in charge of sales, and vice-president Tom Mack, in charge of albums.

While Wood continues to helm the Artists and Repertoire Department, (production and talent), he has James N. Bailey as Director of Administration, James M. Black as comptroller, Mrs. Mary Brewer as assistant to Christine Hamilton in sales, Norman Greer as Director of advertising and sales promotion, and Webber Parrish, national sales representative.

Wood, as a V.P. of Paramount, works closely with President Barney Balaban, Vice-president Paul Raibourn, and James H. Richardson, Treasurer of Paramount, in managing Dot. At present he is working with Vice-President George Weltner in a plan to unite the activities of Dot and Paramount, internationally.

Dot, which now presents the greatest talent on record, uses as its slogan "The Nation's Best Selling Records." With increased expansion under the Paramount aegis, Dot's slogan will soon read "The WORLD's Best Selling Records!"



KOTA BHARU, Kelantan - Mr.A. A. Nachiappan,a partner in the Cathay Organisation, owner of two theatres in Kota Bharu, and a State and Executive Councillor here, is shown receiving an award from His Highness the Sultan of Kelantan. The award is "Honorary Third Class Membership of the Most Honourable Order of the Life of the Crown of Kelantan." At the right, Dr. S. Arulampalam, also a Cathay Organisation partner,owner of the now-building Odeon Theatre in Kota Bharu, and private medical practitioner and physician to the Royal family, is shown being decorated by His Highness with the award of "Dato Jaya Ratna."



FRANKFURT, Germany - In Germany in connection with advance production plans on the next Elvis Presley picture for Paramount, Producer Hal B. Wallis visits (as he always does) the local Paramount organization. Here he is shown discussing current Paramount releases, and the casting of the Presley picture, with Boris Jankolovics, Supervisor for Germany and Belgium, and Mrs. Hannelore Bierwerth, Technical Manager.



SYDNEY - At the premiere of "The Five Pennies" at the Prince Edward, Mrs. Dorothy Gordon, the globally renowned columnist known as 'Andrea,' exchanges reminiscences with Danny Kaye. Listening in centre is Paramount Managing Director Robert L. Graham.



RENO, Nevada - Mrs. Loring (Red) Nichols is introduced by the m/c at the premiere of "The Five Pennies" at the Granada Theatre here. A capacity audience gave the 'real life' Mrs. Red Nichols a stirring ovation.



HOLLYWOOD - Nicole Maurey, one of France's most delightful and competent actresses, scores a real hit in "The Jayhawkers" with Jeff Chandler and Fess Parker.



HOLLYWOOD -- This is Mrs. Mary Brewer, Assistant to Vice-President in charge of sales of Dot Records. (See Page 7).



PITTEM,Belgium - This is Mr.Andre Muylle,owner of the Alfa Theatre here. The story of his amazing success with "The Ten Commandments" is told on Page 8.



HONGKONG - Dorothy Malone and Jacques de Bergerac as they were about to be married at St. Teresa's Church here. With them at left is Mrs. Malone,mother of the bride who flew here for the ceremony.

INTERNATIONAL PERSONALITIES IN THE PARAMOUNT SCENE



LONDON - Fred Hutchinson, managing director of Paramount in Britain (right), and Mrs. Hutchinson are seen with Mick Shipman (Shipman and King Cinemas), and Irving Allen,managing director of Warwick Films, at a meeting in connection with the Royal premiere of "The Five Pennies," to be held at London's Plaza Theatre on Oct. 21, in the presence of H.R.H. the Duke of Edinburgh. Danny Kaye will fly from Hollywood for the premiere.











A child, asked how he happened to think of something, said, "I got a kick in the mind and it said itself.

Lincoln Steffens



LOOK - NO ESCALATOR! Jerry Lewis, as space visitor Kreton, breezes upstairs in unearthly fashion in Hal Wallis' "Visit To A Small Planet."



George Sanders believes he knows what it takes to prove whether or not a certain gal is "That Kind of Woman."

BRANCH NEWS From Page 18

ATLANTA The Atlanta Branch is buzzing with activity and enthusiasm in connection with our Drive now in progress - PARAMOUNT'S 1959 ACHIEVEMENT DRIVE. We have a local contest on called the SADIE HAWKINS DAY RACE and have our teams appropriately set up as "DAISY MAE'S" and "LI'L ABNERS" - with an equal number of personnel on each team. We expect to have a lot of fun and get a lot of "$$$'s" for Paramount as the result of this friendly rivalry. We are sure that Atlanta will stand high in the final results as this Branch usually does in all contests.

We are anxiously awaiting the return to civilian life and picture making of our boy, Elvis Presley. With his next picture we expect to do bigger things even than we did with LOVING YOU and KING CREOLE, which, as everyone knows by now, were truly outstanding in our fair Southland. Hurry up, Uncle Sam, and turn that boy loose!

Atlanta sends best regards to Paramounteers the world over!

--W. H. Word, Jr.

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Royal Cinema.	St. Georges Road.	Bolton.	Lancs.
New Palace Cinema.	East Street.	Leyland.	Lancs.
Regent Cinema.	Lord Street.	Fleetwood.	Lancs.

Mr. R.W. Hadley, Jnr.
Paramount Film Service Ltd.
162-170, Wardour Street.
London, W.1

21st July 1959.

Dear Mr. Hadley,
I wish to place on record that "The Ten Commandments" has just completed a record run of five weeks at the New Roxy Cinema Burnley.

During this run it has established the following records:-

The Longest run in the town for any film.
The largest number of addmissions for any film.
The largest overhaul take for any film.
The existing box office record smashed for any week.
The existing box office record smashed for any single day.

All this was achieved against the hottest summer for many years. Thank you Paramount for this fabulous box office winner, this is surely the answer to the motion picture industry's problems of today.

Yours Sincerely,
Hutchinson (Cinemas) Ltd.

Managing Director.
A.R. Hutchinson.

BURNLEY, England - Here's a response from an exhibitor that warms the cockles of one's heart to a golden glow. This is the sort of thing that "The Ten Commandments" is doing on a world-wide basis as we near the third anniversary of the release of Cecil B. DeMille's towering production.

ST. LOUIS - The camera of our always cooperative correspondent, Jane Smoller, has been active in recording pictures of Paramounteers and friends of Paramount. First shown, visiting the branch, are Mr. Lester Kropp of the Wehrenberg Circuit, and Mr. Clarence Kaimann. Second snapshot shows Cashier Miss Theresa Boheim on her way to lunch and the bank (we were not advised as to which was the more important, but were advised that Theresa is President of the St. Louis W.O.M.P.I.). Third shot shows Messrs John D.Giachetto and Ranny Pedrucci of the Frisina Circuit. Then there is a shot of "our congenial mailman" (Mr. Dave Kramer) on the roof of the branch. And finally, two more exhibitors, Mr. Bill Williams and Mr. Herman Tanner.

JACKSONVILLE No news from the Jacksonville Branch for some time. Vacations have been in effect here, as I am sure they are in all Branches. We have completed one DRIVE and are launched into another one with our heads up.

The British employee in our Branch, Mrs. Cecelia Weeks, has returned to her home in Bermuda for two weeks vacation. We received a card from her and she reports having a glorious time. We wish it were possible to close the Jacksonville Branch for two weeks and join her in Bermuda.

Salesman Dick Regan had one of those vacations that no one likes to look forward to. During a trip to North Carolina, Mr. Regan had to enter hospital for a few days, which, goes without saying, spoiled his vacation.

No further "mishaps" so we are all going to dig in to put Jacksonville Branch in the top spot in our ACHIEVEMENT DRIVE!

-Herman Allen

SEATTLE We've been late getting our "Current Events" in print - but will bring Seattle up to date by reporting our news now!

Marie Reynolds', Ledger Clerk, youngest son "Jack" said "I do, etc." and became the husband of Carlita George.

Br. Mgr's. Secretary, Agnes Joseph vacationed at "home" in Mid-western Canada.

Two weeks in July were spent by Marianne Pantano, Ledger Clerk, vacationing at home, in Seattle. Can't say we blame her, with perfect Seattle weather who'd want to go anywhere else. John Kent, Salesman, also had 2 weeks vacation in July - but we still haven't found out what John did. (Pulled weeds, maybe?) Cashier, Hannah Trager just returned from a two-weeks vacation. Enjoyed a change of scenery visiting Vancouver, B. C. Salesman, Jim French, journeyed from his home town of Spokane, Washington to San Francisco for a sojourn.

Our office manager, "Dick Rockey" still

(Continued on Page 38)

Memo to his Sales Staff:

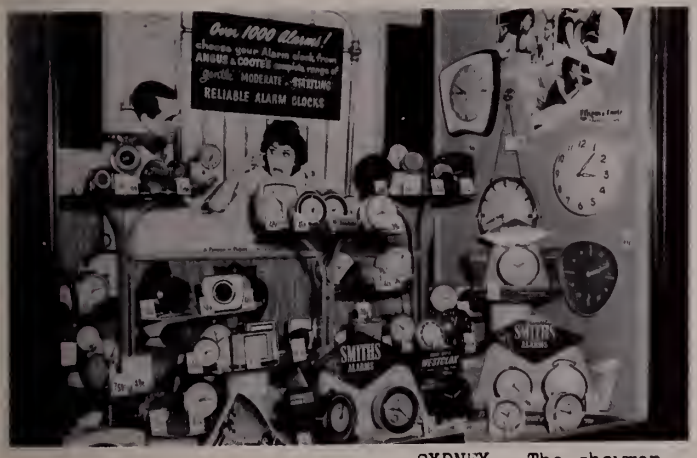
THE TEN COMMANDMENTS

I take great pleasure in advising that we have established a new Australian attendance record at the Western Monarch Theatre, Gilgandra, conducted by Fred Brook, where the total paid admissions were 2,422 as compared to the town population of 2,032. This means there was an attendance of 119.19% of the town's population, thus exceeding the last record established at Albury where the attendance was 99.07% of the population.

We still feel that the Gilgandra attendance record can be surpassed, as records are only made to be broken.

GEORGE M. NACARD
General Sales Manager

AUSTRALIA AND NEW ZEALAND THROUGH A PARAMOUNT LENS



SYDNEY - The showmanship campaign for "Houseboat" at the Prince Edward Theatre revealed once again the stalwart support that always seems to be available from the eminent jewelry store of Angus & Coote. This was their window in which they capitalized on the celebrated alarm clock sequence in the gay Cary Grant-Sophia Loren comedy.



(left)

HOLLYWOOD - Harry Landman, representative of the Herald-Sun Broadcasting Stations of Melbourne, records on tape his interview with "Daisy Mae" (Leslie Parrish) on the set of "Li'l Abner" at the Paramount Studio.



SYDNEY - Really happy about "Five Pennies" business are, l. to r. — Mel G. Lawton, General Manager of the Prince Edward Theatre; Danny Kaye; and Robert L. Graham, Paramount Managing Director for Australia and N.Z.





SYDNEY - Among the prominent attendees at the premiere of "The Five Pennies" at the Prince Edward Theatre were Mr. Justice Allan V. Maxwell and Mrs. Maxwell. Mr. Maxwell is Chairman of the Board of Amalgamated Television Services, and was Judge of the N.S.W. Supreme Court for twentyone years ---- 1934 to 1955.

HOLLYWOOD - Eminent Melbourne commentator of TV and Radio - Tony Charlton - is a Paramount studio visitor and meets Leslie Parrish, who plays the role of 'Daisy Mae' in "Li'l Abner."



ACTIVITIES OF THE PARAMOUNT FAN CLUB

Last month we reported progress on the Fan Club's prize contest in which the award of $50 made by Paramount president, Mr. Barney Balaban, will be given for the best Japanese titles for five Paramount Pictures. Entries closed on August 31st, and results will be announced during December. In the meantime, the Club has scheduled its next meeting for September 19th. Above are some members of the Club at a bathing resort near Tokyo. Note that their Paramount Fan Club banner always accompanies them. This one particularly plugs the Dino De Laurentiis production, "Tempest."

Further Proof of Paramount's Popularity as an Organization

****

Several months ago we reported progress on a Contest being conducted by the weekly Amusement Guide to determine "the most popular movie companies" operating in Japan, whether Japanese or foreign. The contest ran from May to the end of July, and we are now able to record below the final results. But first we would like to quote from the letter of Publicity Director Toshio Ise which accompanied the results. He said:

"We hardly expected that a foreign film company would get more votes than domestic companies. But it now is proven than Paramount got more votes than Shochiku and Toho, the two most prominent Japanese companies, and even topped Toei, which is so popular with teen-agers. This is positive proof of Paramount's popularity in Japan, which has long been traditional. We are all much encouraged by this result and are even redoubling our efforts for the future."

THE POLL

Place	Company	No. of Votes
1	PARAMOUNT	5,832
2	Toei (Japan)	5,285
3	Towa Film	3,758
4	Nikkatsu (Japan)	3,093
5	NCC	1,926
6	Shochiku (Japan)	1,876
7	20th Century-Fox	1,842
8	Toho (Japan)	1,569
9	Shingaiei	1,312
10	Herald	1,243
11	Disney Productions	839
12	M.G.M.	764
13	UA	711
14	Columbia	663
15	Warner Brothers	616
16	Daiei (Japan)	464
17	Kindai Eiga	356
18	Otogi Productions	345
19	Shintoho (Japan)	339
20	Republic	276

明るいニュース続出―躍進するパ社

パ社の輝しい躍進については先月本誌で報告した通りであるが、その後の躍進振りは正に目覚しいものがある。バラバン社長は先月パ社は史上曾つて例をみない程良好な環境の下に未曾有の繁栄に向つて進みつつあると述べ、充実した新しい製作計画は撮影所で幾度か行われたパ社首脳部の会合によつて確立されたものであると述べたか、今日世界各地で斯うした製作計画が実施に移されつつあり、一九六〇年にはこの賢明な企画が実際に実り始めるのである。

期待されるパ社の大作群

一方全世界に於てパ社の超大作が次々に公開されているが、その結果は、今日の映画ファンはほんとうの大作を要求していることをはつきり示している。パ社の作品は斯うした要求にマッチするもので、マーロン・ブランドーの「片目のジャックス」、ハル・ウオリスの「名声」、パールバーグ・シートンの「僕は御免だ」（先月号の表紙で紹介）、ローマとウイーンでロケを行つたボンティ・ギロシの「ブレス・オブ・スキャンダル」、ディーノ・デ・ローレンティースの、「ジョバンカとその他の人々」、ソフイア・ローレンとアンソニー・クインの、「拳銃を持つ悪魔」等、更にパールバーグ・シートンはトニー・カーティスとデビー、レイノルズを主演に、「ねずみの競争」を製作中、そしてクラーク、ゲーブルはイタリーにあつて「ナポリ湾」の製作に待機している。更に一九六〇年の巨編の一つ「山は若い」の製作準備が念入りに進められている。

再びドットレコードについて

先月号でパ社の一部門となつたドットレコードについてその後の情報をお知らせしたが、これに関連してジョージ・ウエルトナー氏はこの程全世界に特別の書簡を送り、パ社が予定するドットレコード売出しの計画を明らかにした。本誌は今月号にこのドットレコードについて更にその後の情報をお知らせしたが、今後毎号パ社の機構の中でドットレコードが製られる工程、吹込みを行うスター歌手及びレコード販売についてのニュース等詳しい報告を続けるつもりである。

更に時と共にパ社の他の活動分野の紹介をも併せ行う予定であるが、それによつて当社の偉大な成長を知り、更に数ケ月の間に予想される素晴しい発展を知ることが出来ると思う。その中には現在の所諸賢にとつては単に名称に過ぎず、それ以外別段意味を持たないものもあろうが、それ等は近い将来に於て娯楽及び商品界に於て偉大なる王家の柱となる運命を持つているものなのである。

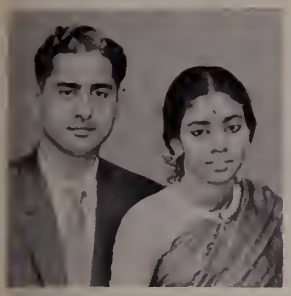
ベルジュラック香港で結婚

今月の興味深い読みものの一つは香港に於て行われたスター、ジャック・ベルジュラックとドロシー・マローンの結婚の写真記事である。ベルジュラックは現在世界各地で公開中の「バスク決死隊」の中でスーザン・ヘイワード（アカデミー受賞）と共に主演している。

「十戒」封切三周年

セシル・B・デミルの「十戒」の封切第三周年が近づいているが、この巨編の力は今尚増大の一途を辿つている。アメリカではこの映画は凡そ五千のドライブイン劇場で非常な人気を集め、その興収記録は数千の劇場で驚くべき水準に達しつつある。その他海外の市場に於ても「十戒」の興収はアメリカに劣らず驚くべき高水準を持続しつつあり、本号にもその模様をつぶさに紹介することが出来た次第である。

	×		×
×			×
	×		×
×			×
	×		



CALCUTTA - Congratulations to Paramount's most able representative here, Mr. T.A.Parameswaran, and his July bride, the former Miss Bhagirathi. The wedding was held in Madras.

Miss Bhagirathi is the daughter of Mr.S.Subramania Iyer, Superintendent, Southern Railway, Madras.

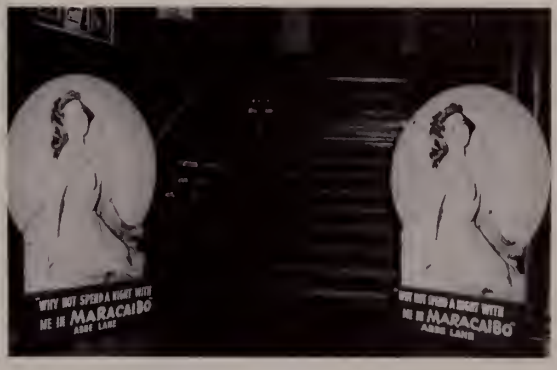


KUCHING, Sarawak - An interesting view of the type of advance booking accommodations for "The Ten Commandments" used by the Cathay Organisation's Sylvia Theatre here.

FAR EAST IS LITERALLY SPARKLING WITH SHOWMANSHIP



SINGAPORE - Cathay's Odeon showmen knew exactly the kind of information to give to this city's picture fans when they had "Tarzan's Greatest Adventure" as the attraction. So they loaded it on this float and exhibited it by day and by night throughout all sectors of Singapore.



SINGAPORE - An invitation that was given plenty of attention by Singapore film fans was this one in the Cathay Theatre lobby from Abbe Lane when she was co-starring there in Cornel Wilde's "Maracaibo."



SINGAPORE - What better way of letting the whole film industry of this colony know about "For Whom the Bell Tolls" than advertising it right on this particular building.

BELOW

KUALA LUMPUR - Flanking the main street of this prosperous and growing city was this hefty and unmissable plug for Alfred Hitchcock's "Vertigo" when the thriller was at the Odeon.

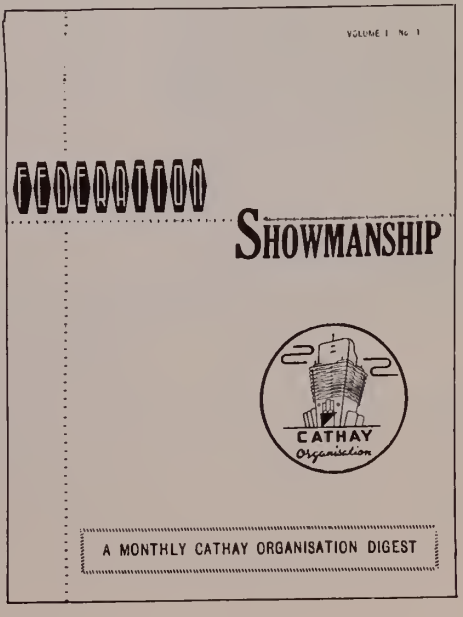


Jerry's Topper in Manila.....

Here's a cable from Paramount Manager A.S.Velasquez in Manila, Philippines Republic, based on "The Geisha Boy" and telling its own powerful story of the soaring popularity of Jerry Lewis:

"GEISHA BOY" FIRST FOUR DAYS AVENUE THEATRE TOPPED ANY PREVIOUS LEWIS PICTURE SAME NUMBER OF DAYS CONFIRMING EVER GROWING POPULARITY OF LEWIS AS SINGLE. - VELASQUEZ

SINGAPORE - Showmanship is really sizzling in the Orient -- and it is sizzling because it's paying of very handsomely in box-office dividends. Newest proof of our contention is the appearance of the Cathay Organisation publication, "Federation Showmanship," cover of the first issue being shown above. A forecast of still bigger news to come in subsequent issues, this pioneering issue has originated in the office of Cathay's Publicity Supervisor in Bukit Bintang Road, Kuala Lumpur. We salute it, and all of the fine showmanship effort it stands for.





KHOTA BARU, Kelantan - Mr. Loke Wan Tho, head of the Cathay Organisation, is shown being decorated by His Highness the Sultan of Kelantan on the occasion of the 62nd birthday of His Highness. Mr. Loke, whose company operates a chain of 60 first-run cinemas in Singapore, Malaya, Borneo, Sarawak, Brunei and Bangkok, is shown receiving the award of "Honorary First Class Membership of the Most Honourable Order of the Life of the Crown of Kelantan (S.J.M.K.)"

Two of Mr. Loke's partners in Cathay, who were also given the honour of decorations by the Sultan, are pictured on Page 21.

It was the first time in the history of the State, and perhaps in any other country in the world, when three partners of one theatre organization were all decorated at the same time.





PARIS - Above is the front of Le Paramount, with its impressive display for the All-Time-Greatest Martin and Lewis comedy, "Jumping Jacks." The hilarious Hal Wallis film was already in its 4th week at Le Paramount when this photograph was made. (At left): Display at 1 Rue Meyerbeer, entrance to Paramount Head Office for Continental Europe.

The only way to understand a woman is to love her - and then it isn't necessary to understand her.
Sydney Harris

DES NOUVELLES INTERESSANTES DONNENT DE PARAMOUNT UNE REPRESENTATION O P T I M I S T E

Le mois dernier, nous avons été très heureux de relater l'optimisme qui règne dans l'organisation Paramount, optimisme qui ne fait que croître. Le Président Barney Balaban a signalé le mois dernier qu'à aucun moment de son histoire la Société Paramount ne s'est trouvée dans une meilleure situation et qu'elle se dirige à grands pas vers une ère incomparable de prospérité. Il a dit que les plans établis pour la réalisation de nouveaux films étaient substantiels et consistants. Il a ajouté que les réunions, qui ont eu lieu au studio et auxquelles assistaient les principaux directeurs, avaient matérialisé ces projets. Aujourd'hui dans plusieurs parties du monde, on est en train de mettre ces projets à éxécution de sorte qu'en 1960 nous commencerons à en recueillir les fruits.

Entre temps, les résultats remportés par les "Plus Grands Films Paramount de Tous les Temps" à travers le monde prouvent sans contestation possible que les spectateurs d'aujourd'hui demandent et exigent vraiment de grands films. Et c'est justement ce genre de films que Paramount va avoir lorsque nous présenterons, par exemple, "One-Eyed Jacks" de Marlon Brando; "Career" de Hal Wallis; "But not for me" de Perlberg et Seaton (que vous avez vu sur notre couverture le mois dernier); "Breath of Scandal" de Ponti-Girosi, qui a été tourné à Vienne et à Rome; "Jovanka and the Others" de Dino DeLaurentiis; "Heller with a gun" avec Sophia Loren et Anthony Quinn; et de nombreux autres. Perlberg et Seaton ont déjà commencé la production de "The Rat Race" avec Tony Curtis et Debbie Reynolds; Clark Gable est en Italie où il va tourner "Bay of Naples". Et l'on poursuit activement la préparation de "La Montagne est Jeune", qui sera certainement l'un des géants de l'année 1960

Nous avons eu le plaisir, le mois passé, de vous donner des informations complémentaires au sujet des Disques Dot, dont la société est maintenant rattachée à Paramount Pictures. Cette nouvelle a été annoncée en même temps que Mr. George Weltner envoyait une lettre aux cinq parties du monde afin de populariser le nom des Disques Dot. Ce numéro contient également des renseignements sur les Disques Dot car c'est notre intention de tenir nos différents territoires au courant de l'activité de cette organisation au sein de la Société Paramount. Nous vous expliquerons comment l'on fait les Disques Dot, quelles sont les vedettes qui enregistrent chez eux en même temps que nous vous dirons comment est organisée la vente de ces disques dans le monde.

Au fur et à mesure, nous vous présenterons les autres phases de l'organisation Paramount, ce qui vous montrera la croissance constante de notre Société, ainsi que les merveilleux résultats que nous pouvons en attendre dans les mois à venir. Nos projets, pour le moment, ne représentent rien de précis pour vous : ce ne sont que des noms et des mots. Mais le proche avenir vous prouvera que ces projets constituent les piliers d'une grande dynastie sur laquelle repose le monde du spectacle et du commerce.

L'un des articles intéressants que vous verrez ce mois-ci est le compte-rendu en images du mariage des deux vedettes : Jacques Bergerac et Dorothy Malone à Hong-Kong. Mr. Bergerac a partagé avec Susan Hayward (qui a reçu "l'Oscar") la vedette du film "Caravane vers le Soleil", qui sort à présent dans le monde entier.

Nous approchons du troisième anniversaire de la sortie du film de Cecil B. DeMille "LES DIX COMMANDEMENTS" et nous pouvons affirmer sans hésitation que la puissance de cette production extraordinaire ne fait que grandir. Aux Etats-Unis, les recettes remportées par ce film dans les cinémas en plein air (Il y en a 5.000 environ) sont astronomiques dans la plupart des cas. Les résultats sont aussi extraordinaire dans le reste du monde et nous vous en donnons de nombreuses preuves dans ce numéro.



Marlon Brando comes forth as an avenging rancher in one of the many passionate scenes in "One-Eyed Jacks."

Latest definition of cash. The poor man's credit card.
Fletcher Knebel

Paolo Falchi, Miss Italy of 1958, has been cast in Paramount's "Bay of Naples," starring Clark Gable, Sophia Loren and Vittorio De Sica.

TELEMETER'S STAR - BRIGHT STAR IN THE PARAMOUNT DIADEM - SOARS HIGHER AND HIGHER

-

International Premiere of Trans Canada Telemeter Now A Matter Of Just Weeks Away.

-



LOUIS A. NOVINS
President, International Telemeter Company, a Division of Paramount Pictures Corporation.



Signing of the contract calling for the installation of 84 miles of cable in Toronto for the world's first Telemeter Wired System of Pay Television. John J. Fitzgibbons, president of Famous Players Canadian Corporation, Ltd., is seated. With him is Dr. W.H. Cruickshank, vice president of Canadian Bell Telephone Company.

Over the past few years you have heard a lot about Telemeter... This page reveals the long-awaited dream coming true.

TORONTO, August 7th -- Pay-as-you-see television came closer to realization in the Toronto area today with the signing of a contract between the Bell Telephone Co. and Famous Players Canadian Corporation Ltd.

Dr. W. H. Cruickshank, Bell Telephone vice-president and Toronto area general manager, and J. J. Fitzgibbons, president of Famous Players, signed an agreement whereby the telephone company during the next few months will install some 84 miles of cable in Etobicoke to make the new type of commercial-free TV possible.

Following regular telephone routes the new cable system partly underground and partly on poles will be able to serve 13,000 Etobicoke households. It can readily be expanded to serve 40,000 households in the Western section of metropolitan Toronto, all from the studio to be established at the corner of Royal York Road and Bloor Street West. By mid-winter 5,000 households are expected to be subscribing to the service.

Dr. Cruickshank said the Bell men would begin their work before the end of summer. Much of the preparatory planning and engineering has already been done, he stated.

"Our system will be the first of its type in the world," Mr. Fitzgibbons stated. "Under our plan the subscriber will pay only for programs he selects."

Telemeter units, about the size of a small table radio, will be associated with each subscriber's television set, and wired into the special cable network linking all of the units with the studio. These units will take coins, indicate a credit when an overpayment is made and keep a magnetic tape record of all programs viewed.

Channel 5 - inactive in Toronto - is the only channel on the TV sets to be used, but Telemeter subscribers will have a choice of three programs through their Telemeter units. The operators, Trans Canada Telemeter Ltd., a division of Famous Players, expect to offer current movies, "blacked-out" sports events, concerts, operas and other "live" shows. An additional channel, known as a "barker" will give program and price information before the programs begin.



THE REAL NEWS - Here's cover of a special herald already in circulation in Etobicoke, telling TV fans what the new order of television viewing is about to bring to them.



Presenting Elvis Presley's "King Creole" in Holland was much more than the release of a motion picture - it was a national phenomenon. As Paramount Manager K. F.J.Wijsmuller said:

"We can hardly believe there is now anyone in Holland who does not know who Presley is."

Left

Exterior of the Royal in Amsterdam announcing the Elvis Presley contest.

"""""""



AMSTERDAM - The showmanship campaign on Elvis Presley's "King Creole" throughout Holland was simply without precedent. Every Paramounteer connected with it, as well as every exhibitor participating, deserves the very highest compliments.

Principal debuts of the picture occurred at the Thalia in Rotterdam, the Roxy in The Hague, and the Royal and the Corso in Amsterdam. Every phase of showmanship was used in the highest (and most successful) degree, and the results were completely fruitful.

Above is the young Amsterdam resident, Pim Maas, who won the Elvis Presley impersonation contest at the Royal in Amsterdam.

Man is powerless against small pains. He can feel a kind of pride in having broken his leg, but he can feel none in breaking a fingernail.

Karel C.Capek

INTERESSANT NIEUWS GEEFT EEN OPTIMISTISCH PARAMOUNT BEELD.....

Het optimisme in de Paramount organisatie, waarvan wij tot ons grote genoegen de vorige maand melding maakten, blijft nog steeds groeien en zich verspreiden. President Barney Balaban verklaarde de vorige maand, dat de Paramount company op geen tijdstip in zijn recente geschiedenis in een gunstiger situatie verkeerd heeft om voort te schrijden naar de grootste welvaart die wij ooit gekend hebben. Hij zei, dat de lopende plannen voor nieuwe films de belangrijkste waren, die wij ooit gemaakt hebben en voorts zei hij, dat de bijeenkomsten die door top functionarissen in de studio's gehouden waren, deze plannen hadden ontvouwd. Op het ogenblik worden deze productie plannen in een aantal delen van de wereld tot uitvoering gebracht, zodat wij in 1960 de resultaten zullen gaan zien van deze schrandere planning.

Intussen bewijzen vele van Paramount's All-Time-Greatest-Pictures over de gehele wereld ons eenvoudigweg, dat de filmbezoekers van nu werkelijk grote films wensen en vragen. En dat soort films zal Paramount hebben met zijn nieuwe producties, zoals Marlon Brando's "One-Eyed Jacks", Hal Wallis' "Career", Perlberg en Seaton's "But not for me" (die wij de vorige maand op onze frontpagina plaatsten), Ponti-Girosi's "Breath of Scandal", die in Wenen en Rome gemaakt werd; Dino de Laurentiis' "Jovanka and the Others", Sophia Loren en Anthony Quinn in "Heller with a Gun" en vele anderen. Perlberg en Seaton hebben reeds in productie "The Rat Race" met Tony Curtis en Debbie Reynolds; Clark Gable bereidt zich in Italië voor op "Bay of Naples", en grootse plannen zijn in de maak voor "The Mountain is Young", die zeer zeker een van de gootste van 1960 zal worden.

Het was ons een genoegen U de vorige maand verdere bijzonderheden te geven over DOT Records, welke maatschappij nu een afdeling van Paramount is. Deze berichtgeving stond in wederkerig verband met een brief van Mr. George Weltner naar alle delen van de wereld, betreffende de plannen van Paramount om DOT Records overal populair te maken. In dit nummer brengen wij verdere bijzonderheden over DOT Records en het is onze bedoeling over deze organisatie in het Paramount-geheel nieuws te brengen voor U beschikbaar in ieder nummer. Wij zullen U laten zien hoe DOT platen worden gemaakt, wie verschillende van hun beroemde sterren zijn en verder nieuws over de commerciële zijde van de actuele platen.

Binnenkort zullen wij voorts andere facetten van de Paramount organisatie bij U inleiden, welke U zullen wijzen op de grote groei van deze maatschappij en de fantastische ontwikkeling die over een aantal maanden verwacht kan worden. Verschillende van deze facetten zijn momenteel slechts namen voor U, maar de naaste toekomst zal aantonen dat wij pilaren zijn van een grote dynastie in de amusements- en zakenwereld.



A bedside tempest about a touchy topic is participated in by Barry Coe, Clark Gable and Carroll Baker in one of the many hilarious sequences of "But Not For Me."

Een van onze interessante publicaties deze maand is een foto-reportage van het huwelijk in Hongkong van de filmsterren Jacques Bergerac en Dorothy Malone. Mr. Bergerac speelde met de Academy Award winnares Susan Hayward de hoofdrol in "Thunder in the Sun", die door Paramount over de gehele wereld wordt uitgebracht.

Wij komen nu dicht bij de derde verjaardag van de release van Cecil B.DeMille's "De Tien Geboden" en de kracht van deze machtige film is nog steeds groeiende. In de Verenigde Staten stijgt de aantrekkingskracht van deze film in de drive-in theaters (waarvan er bijna 5000 zijn) nog steeds tot een duizelingwekkende hoogte, een zakelijke affaire, die in duizenden gevallen een fantastische hoogte bereikt. Over de gehele rest van de wereld zijn de resultaten dienovereenkomstig en in dit nummer brengen wij daarvan vele bewijzen.

WILLIAM HOLDEN GETS NEW 7-YEAR PARAMOUNT CONTRACT



HOLLYWOOD - A new 7-year contract has been signed by Academy Award-winning actor William Holden and Paramount Pictures, it is announced by Jack Karp, Paramount vice-president and administrative head of the studio.

Simultaneously, it was announced by Karp that Holden's first assignment under the new Paramount contract will be the starring role in the forthcoming Perlberg-Seaton production based on the best-selling novel "The Counterfeit Traitor." Shooting will begin early in 1960 on locations in Sweden, Denmark and Germany. Karp said that Paramount has several other important properties now in preparation which are being considered for Holden.

Karp, in revealing the new deal between the studio and Holden, said: "It is of tremendous satisfaction to everyone at Paramount to know that Mr. Holden will continue at his own studio, where he has been under contract since the beginning of his motion picture career.

"Paramount is most fortunate to have Mr. Holden, who will further enrich and extend the company's ambitious production program for many years to come. He is closely associated with all members of Paramount and the Paramount international organizations along with their exhibitor customers by virtue of his extensive travels in the United States and throughout the world on behalf of his motion pictures and personal activities. Mr. Holden is to be commended for his outstanding public relations efforts on behalf of all Paramount and the entire motion picture industry."

Commenting on the new deal, Holden said: "It is a source of great satisfaction to me that I will be able to continue my association with Paramount and expand my activities on a world-wide level. In the many years I have traveled for Paramount I have observed an increasing importance of American motion pictures, not only with respect to their entertainment values but also their effective exchange of ideas and ways of life. It has been my experience that motion pictures are the greatest single factor enabling the people of the world to understand each other. Under this new agreement with Paramount I will be able to make a further contribution toward this end."

Time Turns Back

The return of Bill Holden to Paramount activity seems a most propitious occasion for noting the fact that back in 1939, Bill was one of 14 young players named to Paramount's 1st Golden Circle. The fourteen of that year, listed alphabetically, were;

JOSEPH ALLEN
MURIEL ANGELUS
JUDITH BARRETT
LOUISE CAMPBELL
ELLEN DREW
BETTY FIELD
SUSAN HAYWARD
WILLIAM HENRY
WILLIAM HOLDEN
EVELYN KEYES
JANICE LOGAN
JOYCE MATHEWS
PATRICIA MORISON
ROBERT PRESTON

One man gets only a week's value out of a year while another man gets a full year's value out of a week.
Charles Richards



FRANKFURT - Producer Hal B. Wallis flew BEA to this city from London. Here he is being greeted by Boris Jankolovics, Paramount Supervisor for Germany and Belgium.



Lilli Palmer, always a skilled actress, has a role perfectly to her liking in the Perlberg-Seaton production, "The Pleasure of His Company." Fred Astaire, Debbie Reynolds, Charlie Ruggles and Gary Merrill also are to be in the cast.

Any car will last a lifetime if you are a careless driver.
The Office Economist



HOLLYWOOD - Amilia Conry, Carlotta Ayela (Miss Ecuador in the "Miss Universe" Contest), Yvonne Linnen (correspondent for "La Nacion" and "Patria," Guayaquil), and Manuel Aguirre meet Peter Palmer (centre) and Leslie Parrish, who plays "Daisy Mae," on the set of "Li'l Abner," Paramount's musical comedy based on Al Capp's internationally famous comic strip. Peter Palmer plays the title role.

ACOPIO DE BUENAS NOTICIAS ACRECENTA CONFIANZA EN EL FUTURO DE LA PARAMOUNT

El optimismo reinante en la organización Paramount, sobre el que informamos en el número anterior, sigue creciendo y extendiéndose. Como indicó el presidente Mr. Barney Balaban el mes pasado, la Paramount se halla en mejor situación que nunca para seguir adelante hacia la más grande prosperidad que nuestra Compañía haya conocido en muchos años. Dijo Mr. Balaban que los proyectos actualmente en plan de ejecución, implementados por los altos ejecutivos de nuestra Compañía en las reuniones celebradas en el estudio, eran los más substanciales jamás emprendidos por la Paramount. Hoy, estos planes de producción están siendo llevados a la práctica, en varias partes del mundo, de manera que, en 1960, nuestra Compañía comenzará a cosechar ya los frutos de las grandes películas producidas este año. . . Mientras tanto, la exhibición de "las Más Grandes Películas Paramount" en el mundo entero demuestra que los cineastas de hoy día quieren y exigen películas verdaderamente grandes. Y este es, precisamente, el tipo de películas que la Paramount podrá ofrecerles con producciones como "El rostro impenetrable" ("One-Eyed Jacks"), con Marlon Brando; la producción de Hal Wallis "Career"; la realización de Perlberg-Seaton "No soy para ti" ("But Not For Me") (la que ilustraba nuestra portada el mes pasado); la producción de Ponti-Girosi "Breath of Scandal", filmada en Venecia y en Roma; "Jovanka and the Others", de Dino DeLaurentiis; Sophia Loren y Anthony Quinn en "Heller With a Gun", y muchas otras de igual calibre. Los productores Perlberg-Seaton tienen ya en plan de producción "The Rat Race", con Tony Curtis y Debbie Reynolds; Clark Gable se halla en Italia, donde se rodará su próxima película "Bay of Naples", y, en el Nepal, se están ultimando los preparativos para la realización de la película "The Mountain is Young", la cual promete ser una de las más gigantescas producciones de 1960. . . El mes pasado tuvimos la satisfacción de ofrecer al paramountista algunos datos acerca de la compañía de discos Dot Records, la cual constituye ahora una de las divisiones de Paramount Pictures. Junto con esta información publicábamos una carta de Mr. George Weltner dirigida a todas las agencias en el mundo entero, acerca de los planes de la Paramount para dar a conocer esta productora de discos en todos los países. En este número damos más informes acerca de los discos Dot, siendo nuestro propósito seguir proporcionando al paramountista las noticias sobresalientes referentes a esta división de la empresa Paramount en cada uno de nuestros números. En números venideros mostraremos al paramountista la manufactura de los discos Dot y les presentaremos a algunas de las más destacadas estrellas de la canción que graban para esa compañía, a la vez que les mantendremos al corriente de las campañas de venta de los discos. . . Con el tiempo, informaremos también al lector acerca de las actividades de las otras divisiones de la organización Paramount, lo cual dará al paramountista una idea del gran crecimiento de esta Compañía y de los magníficos planes para el futuro inmediato. Algunas de estas nuevas facetas de la Paramount, que el paramountista lector apenas ha tenido oportunidad de conocer, son, como demostraremos en los números sucesivos, importantes pilares de esta gran dinastía del mundo del espectáculo y comercial. . . En este número de nuestro boletín ofrecemos también un importante reportaje gráfico de la boda de los artistas Jacquee Bergerac y Dorothy Malone, en Hong-Kong. Jacques



ERGON, Portugal - Very fine window display for "Wild Is the Wind" when the Hal Wallis film co-starring Anna Magnani and Anthony Quinn was the attraction at the local theatre.

Bergerac, como es sabido, comparte con Susan Hayward (ganadora del Premio de la Academia), los principales papeles de la película "Tormenta bajo el sol" (Thunder in the Sun"), la cual la Paramount distribuirá, próximamente, en el mundo entero. . . Al aproximarse el tercer aniversario de la distribución de la película de Decil B. DeMille "Los Diez Mandamientos", nos es grato constatar que su popularidad sigue todavía en ascenso constante en el mundo entero. En Estados Unidos, el poder taquillero de esta gran película en los "drive-ins", o cines al aire libre (de los cuales hay más de 5.000) sigue alcanzando exitos verdaderamente inusitados en miles de teatros. En los demás países del mundo, la película sigue obteniendo resultados igualmente fantásticos, como queda demostrado en este número de Paramount World.



HOLLYWOOD - Peter Palmer, who portrays the title role of "Li'l Abner," in the Paramount musical comedy based on the Broadway play and Al Capp's famous cartoon strip, welcomes Mr. and Mrs. Saul Diaz S., Mr. and Mrs. Nepomuceno Cartagena, Lybia Szkupinski and Lillian Torrent on the set of the picture at the Paramount Studio. Mr. Diaz is one of Colombia's foremost showmen in the film world.

PORT OF SPAIN - Trinidad: The Astor here co-featured "The Blob" and "I Married A Monster From Outer Space" to a pay-off that was little short of sensational.



LATIN AMERICA'S VIEWS AND NEWS OF SHOWMANSHIP



SAO PAULO - Interested spectators viewing some of the properties actually used by Cecil B. DeMille in the filming of "The Ten Commandments." Items are on display in a prominent store in connection with the film's presentation at the Cine Ipiranga.



HOLLYWOOD - Peter Palmer, who plays the title role, and Leslie Parrish, who is "Daisy Mae," greet Carlotta Ayela (Miss Ecuador in the Miss Universe contest), on the set of "Li'l Abner."



GEORGETOWN, British Guiana - A group of boys, suitably attired to advertise "The Blob," receive instructions before going to all parts of the city to distribute handbills for the thriller.

A Very Wonderful Letter

Following a special screening of "The Ten Commandments" at his Rex Theatre, Exhibitor Ivo Forgnone received this letter from Sister M.Heribertha, the Superior of St. Mary's Academy, Colon, Rep. of Panama:

"We hardly know how to express in words our thankful appreciation for giving us the opportunity of seeing 'The Ten Commandments.'

"All the Sisters who saw it were overwhelmed with its greatness. It is indeed great in its history, scenery, performance, factual truth, and, greatest of all its theme: that man and all nations ought to take the ten commandments of God as their moral guide.

"A very heartfelt 'May God Reward You' and bless all your endeavors to offer the public good, decent entertainment."



Spanish cover for the Dot Records album of the music of "The Five Pennies."

BELOW

SAO PAULO, Brazil - A noted Brazilian artist executed these impressive paintings in connection with the release of "The Ten Commandments." They are now on display in the lobby of the Cine Ipiranga, where the DeMille film continues to enjoy a sensational success. The paintings later will be shown in Rio de Janeiro when the picture is released in that city.



SPOTLIGHT ON HOME OFFICE DURING VACATION SEASON

With so many people gone travelin' for their vacations, all that's been cookin' around these parts are those who stayed at home, and they have really been roasting. However, there were a few days of cool weather towards the end of August.

Charles Urling reports that his three children, Pauline, Merle and Charles, went on a month's vacation to the British West Indies.

Ella Hagen spent several days up at Lake George where she took day trips. From there she went up to Saratoga Springs to finish off her two weeks and came back August 17th feeling wonderful.....For a week, Doris Pfeiffer went to Mannasquan, New Jersey where she has a summer bungalow. She has also been spending summer weekends there.....Patti Powers was up in the Catskills for two weeks and came back after an enjoyable vacation.....After a week in Pittsburgh during July, Joe Diana, Traffic Dept., decided to come back to work. Last month he took his second week and he took it easy just going fishing. He must have taken it very easy as he reports he had the worst luck that ever plagued a fisherman - not even a single bite.....The Guilfoyles, Bob and Vera, sojourned through California with their children, touching all the high spots on the Coast. As their camera was in the hands of their children most of the time, most of the pictures taken were of places. But Bob swears he got into a few of them. He promises to have them for the next issue..... Harry Doldus is still enjoying his two weeks of relaxation.....Joe Coote took a week last month and soent it at home.....Another stay-at-homer is Mary Destefano, Mr. Leroy's secretary.....Zac Freedman is no stick in the mud. He spent his vacation days at Martha's Vineyard, an island off Rhode Island.



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Valerie Ann Bisdale seems sort of stunned by the whole idea of a birthday party which was held for her July 6th, but that's because it was only her first birthday and the whole business was quite new to her. She is the daughter of Paramount's Joseph Bisdale.

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They're still going strong. Jerry Limata spent two weeks in Long Branch, New Jersey with his family.....Another loafer was John McKeown who had a pleasant time just staying at home for two weeks.....Joan Studva spent a weekend up at West Point, then took a week off to join the loafers.....There are plenty more, but unfortunately there's not enough space to name them all.

Co-workers were sorry that Elena Gangano and Terry Pucciarelli, both of Al Lo Presti's dept., left last month. However the department gained a newcomer - Irene Anastasiou who began working several weeks ago.....Hy Smith is back working for John Guilfoyle after spending 14 months in service - 100 miles from Elvis Presley in Germany.

--Helen Kwartler

--Bowling News--

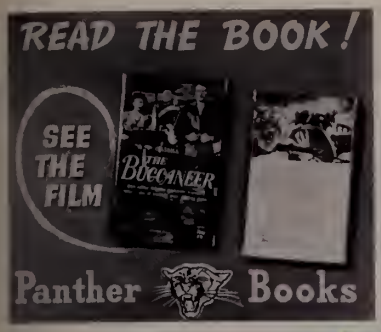
This month marks the beginning of the new bowling season. The bowling league, sponsored by the Paramount Pictures Club, Inc. is for employees only and is scheduled to start rolling Monday, Sept. 14th at 5:45 p. m. sharp, at Phil's Recreation, 1163 Avenue of the Americas, between 45th and 46th Sts., just two short blocks from the Paramount Bldg.

So far eight team captains, Marilyn Bettinger, George Casiano, Bob Guilfoyle, Charles Hickey, Steve Kolankowski, Al LoPresti, Frank Patterson and Bill Wickesser, have been appointed and are responsible for recruiting their own squads, with some help from the committee. Everyone is welcome to sign up.

We had 'floating caption' trouble last week on this page, and we apologize sincerely to those concerned. Ann Tiajoloff's and Keith Warren Markbreiter's captions became transposed, with amusing, but not entirely disastrous, results. So sorry!

HI, GRAND-DAD! 10th floor receptionist Joe Coote is shown here snuggling his four-month old granddaughter Elizabeth Ann Coote. Photo was snapped in June when she was 2 weeks old.





LONDON - The Panther Paperback Books went out after "The Buccaneer" in a big way (see Page 2 also). Here's their display card which found its way into hundreds of bookshops and thousands of windows throughout Britain.

Pennies Bring Patrons....

DENVER, Colorado --- The Denham Theatre here has been mailing out money and getting back customers. All persons in Denver named Penney, Penny, Nicol, Nickle and Nichols have received each day for five successive days a single penny accompanied by a portion of the lyrics of the title song of "The Five Pennies." Finally they received a card indicating that five pennies and the card would admit one person to the Denham to see "The Five Pennies" when accompanied by one paid admission.

Opinion-makers and film critics also were recipients of the pennies and card.

P.S. "The Five Pennies" did big business at the Denham.

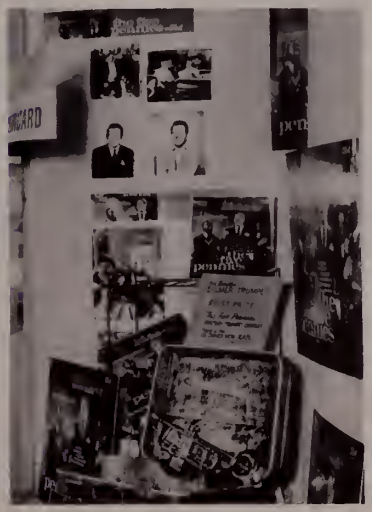
SHOWMANSHIP MAKES THE FILM WORLD GO ROUND

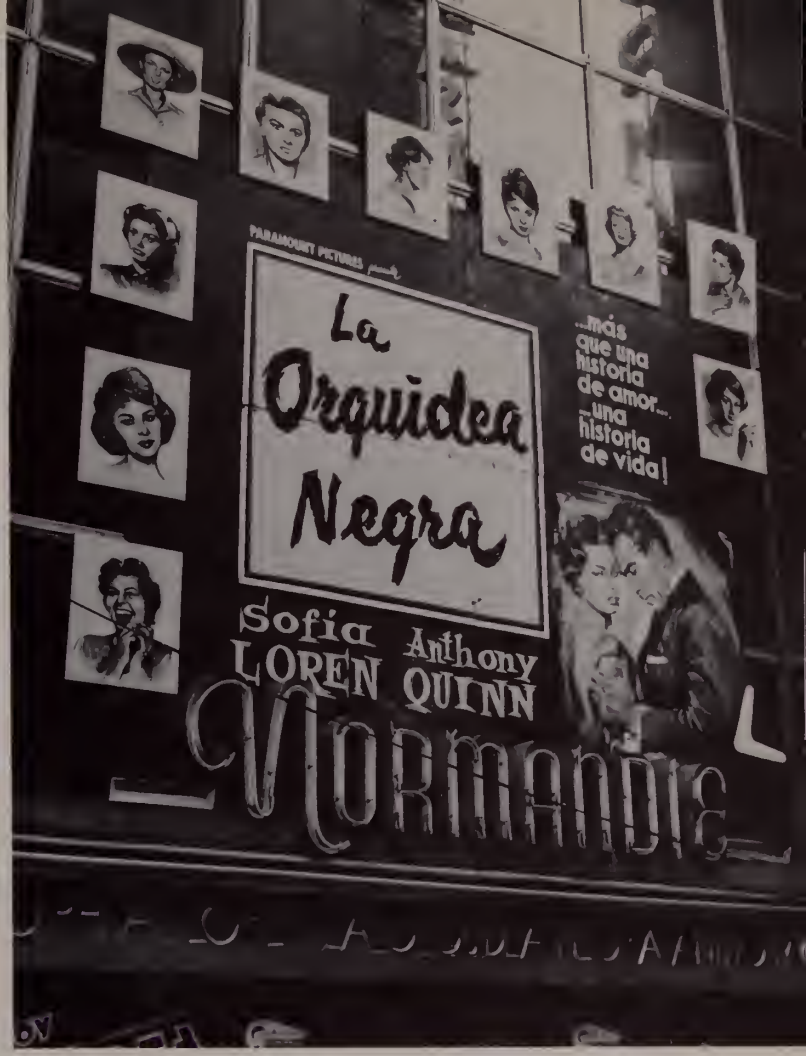


NEWCASTLE, England - The Y.B.Wet Rainwear organisation is certainly a firm to know a title to latch onto when they see it --- and they saw it in Paramount's "The Baited Trap," British title for "The Trap." Hence this important tie-up in one of Newcastle's most centrally located windows. Note the line,"Don't Get TRAPPED in the Rain."



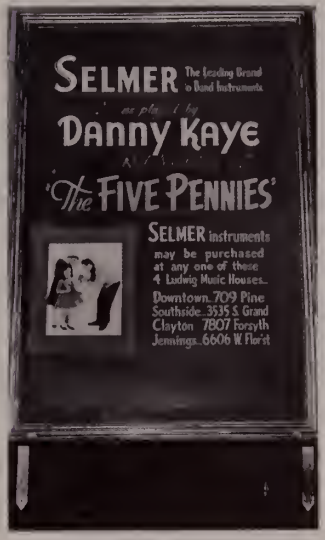
GLASGOW, Scotland - Exploiteer Frank Youngs certainly set out to make all of Scotland aware of "The Buccaneer." He got displays galore on the Panther Book and the Classics Illustrated comic book. Boot's the chemists gave both an interior and window display in their Argyle St. Branch. Above is the interior display.





BUENOS AIRES, Argentina -- Management of the Normandie here was certainly determined to expose all facets of the Sophia Loren features to the B. A. public when "The Black Orchid" was the attraction. Here is one of the most unusual - and effective - front-of-house displays we have ever published.

"The Black Orchid" was released simultaneously in seven (7) Buenos Aires theatre most successfully, and at last report had entered the second week in all of them.



CHICAGO - Selmer, the leading band instruments (Danny Kaye played one in "The Five Pennies"), were tied in with the presentation of the picture at the Esquire Theatre here, with this lobby display.

(Left)

HOLLYWOOD - One of the fine windows provided by the always cooperative Music City, for "The Five Pennies." Music City, at the renowned corner of Sunset and Vine, is one of the world's top music stores.



GREENWICH, England - The glamorous 19th Century sailing clipper, the "Cutty Sark," sets an interesting background for the sale of orchids in connection with the showing of "The Black Orchid" at the nearby Odeon Theatre.

MANILA (PHILIPPINES) FIRST-RUN THEATRE SMASHES 10-YEAR RECORD WITH "THUNDER IN THE SUN"!



THE PHILIPPINES HERALD had a 4-page section.



THE MANILA TIMES devoted 4 pages to the opening.

Here are representative pages from the Manila (P.I.) newspapers relating to the re-opening of the Capitol Theatre, where the house's 10-year record was shattered by "Thunder In the Sun."

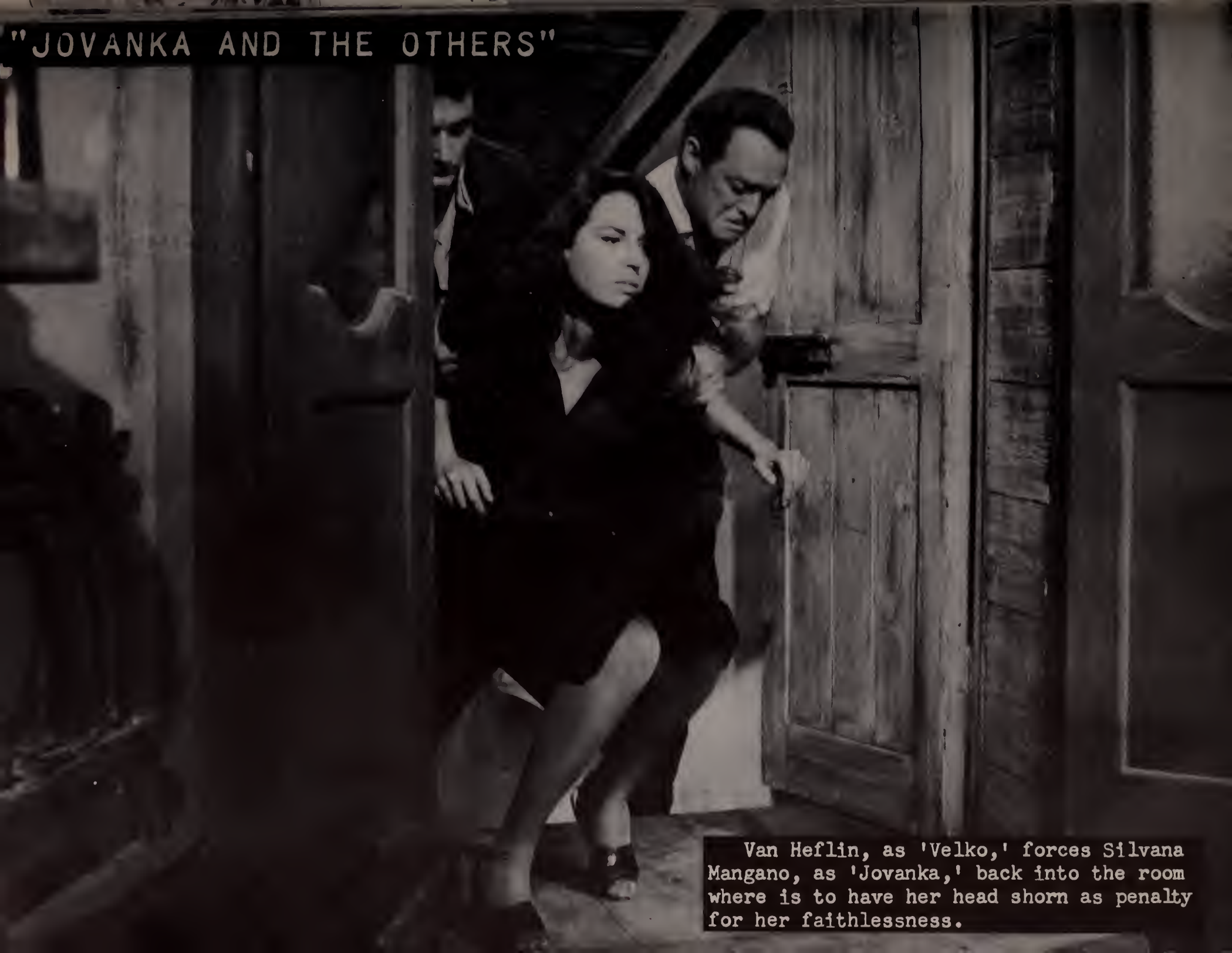


THE MANILA CHRONICLE had several pages.

Another page from THE PHILIPPINES HERALD



"JOVANKA AND THE OTHERS"



Van Heflin, as 'Velko,' forces Silvana Mangano, as 'Jovanka,' back into the room where is to have her head shorn as penalty for her faithlessness.

ALL-TIME-GREATEST RELEASES SPURRING ACE SHOWMANSHIP



BRUSSELS - Some of the finest windows in the city were made available for displays when "The Plainsman" was the day-and-date attraction at the Plaza and Capitole Theatres. At left is a fashionable gentlemen's tailor shop; at right, one of the most distinguished furniture stores. Both in very central city sites.



CAIRO, Egypt - Management of the Cinema Opera gave the front of their theatre a superlative display when the Cecil B. DeMille production "North West Mounted Police" was the attraction.... And they garnered wonderful business as a result of their enterprise.



"UNCONQUERED"

This glimpse of the late Cecil B. DeMille directing one of the Indian warriors in a tense scene from "Unconquered" is a practical reminder of the fact that the showmanship campaign portfolios for the Paramount All-Time-Greatest productions get better with each succeeding release.

These portfolios, produced by Steve Clug's department in charge of the All-Time-Greatest releases, are super-charged with all of the ingredients needed for presenting the great films they represent to two very profitable types of audiences: those who have enjoyed the films in the past and are eager to see them again; and those of the younger generations who have never seen them, but are most eager to do so.



BERLIN - The Ufa-Pavillon set "Lives of a Bengal Lancer" in motion with this most effective display for all on the celebrated Kurfurstendamm to see.



HAMBURG - This moveable poster advertising pillar was put to very effective use both here and in the Hannover first-runs of "Lives of a Bengal Lancer." The particular display is part of the entrance hall exhibit at "Kurbel, Berliner Tor."



LEFT

BUENOS AIRES - This shot shows the eminent Normandie as one of the six (6) theatres releasing, as a re-release, Cecil B. DeMille's "North West Mounted Police." The All-Time-Greatest picture did ace business in all theatres.

STOCKHOLM - This Swedish materialization of a Bengal Lancer rode the main streets of this Swedish capital for many days in advance of the premiere of "The Lives of a Bengal Lancer" at the Anglais Theatre.

General Manager Paul Flodin reports that although this great Paramount picture has been shown many times in this country, the Swedish people seem never to tire of seeing it once more.



ROMANTIC MARRIAGE
of
JACQUES BERGERAC
and
DOROTHY MALONE



That special kiss for the benefit of the insistent cameramen....



The marriage of Mr. Jacques de Bergerac and Miss Dorothy Malone was performed in St. Theresa's Church, Hongkong, with the Rev. Father C.M.Orlando officiating. Following the ceremony, the couple flew to Tokyo en route to Honolulu for their honeymoon. Thence to New York to appear together on the stage in the musical comedy, "Once More With Feeling."

A FILMLAND WEDDING IN COLORFUL HONGKONG



Dorothy, in her lovely Chinese wedding gown has her cake-cutting hand masterfully guided by the dashing Jacques.



The bride and groom are flanked by Paramount Hongkong Manager H.S.Moh and Mrs. Moh. At left are Mr. K. Y. Pan (local MGM manager) and Mrs. Pan. Mr. Moh was best man, and Mrs. Pan was Matron of honour.



Aboard the floating fish restaurant, Tai Pak, at Aberdeen, the bride is resplendent in her attractive Chinese dress.



Aboard the Tai Pak, having been tutored by Mr. and Mrs. Moh (r.-l.) the newlyweds try their Occidental hands at Oriental chopsticks.



LEFT

Journey to the Tai Pak was made in one of the sampans which ply this route day in, day out, years without end.

RIGHT

Although the day had begun with rain at the church, it ended in a blaze of stars - and next day the happy couple left to honeymoon in Hawaii's halcyonic Honolulu.





If a child is not disciplined and taught self-control early in the home, the grown-up world will take care of him later on, perhaps cruelly and when it is too late. A child curbed, taught obedience, spanked when he is young, rarely requires punishment when he hits his teens.

John Warren Hill



Sophia Loren and Tab Hunter prove that romance can be something of a merry-go-round in "That Kind of Woman."



Terrific queue!

LONDON - We've had some wonderful queue shots of the Plaza Theatre in the past, but here's a real 'honey' of one section of the crowd eager to get in to see "Last Train From Gun Hill." This is on the Regent Street side of the Plaza, and there was a counterpart of it on the Jermyn Street side -- and a packed theatre in between.

CONTINUED FROM PAGE 22

bringing home the "BOOKINGS" from his monthly trips to Portland Territory. Dick is taking unto himself a bride, Miss Claudette Aasen, on August 22 and will honeymoon for a week in Alaska. Best wishes from us all.

Branch Manager and Mrs. Haustein's granddaughter, Lynnae, of Lafayette, California, is vacationing in Seattle. We hear she is quite an accomplished swimmer - and like her grandfather, likes fishing too -- only they can't get the fish to cooperate.

Jim Filcher of the booking dept. now on vacation.

We welcome two new members - Gary Dupen in the booking dept., who is a few short weeks already shows promise of becoming a valuable employee. "Ditto" for Diane Nelson, a "sweet young thing" in the accounting dept.

Our sincere sympathy to Pearl Gahagen of the Portland Shipping Station whose husband passed away recently.

-Hannah Trager

SAN FRANCISCO

We are all very proud of our Gold Pin Award winners - Salesman King Trimble and Booker Arnold Lavagetto. Mr. Neal East, Division Manager, made a special trip from L.A. to present the pins to the boys and to compliment them on their good work.

Salesmen Trimble and Ross have completed sales on "The Ten Commandments" to all drive-ins. Good work, boys! "Don't Give Up the Ship" is still doing sensational business with holdovers in all our keys.

Local 'wildcat' teamsters' strike has added a lot to our Booker's problems, but George Carmone - the old pro - gets the sales through.

Back from vacations are: Branch Manager Jack L. Stevenson, who had a wonderful time at Las Vegas. We never did find out whether he won or lost. Head Booker George Carmone spent his vacation with his lovely wife and children. He gets another week sometime this month, when we understand he will go deer hunting. Booker Jack Voorhies won some money at Las Vegas and had a wonderful time there. We were glad to see Daisy Kehoe safely back on Monday. She and her husband never plan ahead and some of us were afraid that they might have gone to Montana and encountered that horrible earthquake. However, they toured Texas and liked the state very much.

Glad to see Betty Anderson - wife of Salesman "Andy" Anderson - is home convalescing after her operation, and doing very nicely.

Forgot to mention in my last column that Cashier Jessie Cole and her husband had a lovely three-week vacation visiting many parts of California....On vacation now is Irene Hildebrand, ledger clerk. We do hope she is having a very pleasant time....God bless y'all.

-Esther Richter



The ground underfoot is the bottom of Death Valley --- the pursuer, Death itself. Marlon Brando and Karl Malden gallop desperately in search of survival in "One-Eyed Jacks" a film destined to write a truly memorable page in Paramount history.

The Paramount tune is definitely upbeat, and the notes on this page - the production notes - are the ones that are carrying the melody....

PARAMOUNT TICKER ALIVE WITH TOP-INTEREST NEWS

First scenes from the Dino De Laurentiis production, "Jovanka and the Others" appear in this issue, and they certainly betoken a drama of dynamic, elemental passion. Some of the marquee filling names in the production are Silvana Mangano, Van Heflin, Vera Miles, Barbara Bel Geddes, Steve Forrest, Alex Nicol, Richard Basehart and Harry Guardino.....Another picture being made in that same part of the world, "Bay of Naples," will retain that title definitely. Clark Gable, Sophia Loren and Vittorio de Sica are co-starred.....Another production to retain its working title permanently is "Visit To A Small Planet," in which Jerry Lewis, Earl Holliman, Joan Blackman and Fred Clark are starred. (The 'Small Planet' is of course The Earth).....Hal Wallis, who produced "Small Planet," has bought for production "The Dark Roots of the Rose," a taut story of murder and marriage in early Texas by Walter Clemons. Picture will be made in early 1960.....And Jerry Lewis, who will be functioning as producer-star, will make "Cinderfella" (note spelling) as a spoof on the fairy tale, beginning next month. Frank Tashlin will direct, and signed so far for the picture are Ed Wynn, Judith Anderson and that jazz wizard, Count Basie and his orchestra. Harry Warren and Jack Brooks will write the songs for the picture.....Domenico Modugno, eminent Italian singer-songwriter-actor, will play the role of Sophia Loren's boy friend in "Bay of Naples," Shavelson-Rose production. Modugno, who just returned from a personal appearance tour of South America, is best known for his two songs, "Resta Cu'mme" and "Cicoria".....Elmer Bernstein, who composed the musical scores for "The Ten Commandments" and "The Buccaneer," will compose and conduct the musical score for the William Perlberg-George Seaton production, "The Rat Race," which will commence filming in New York City this month. Tony Curtis and Debbie Reynolds will star in the picture, with Jack Oakie having an important role in the picture....."Blue Mustang," from a novel by Clay Fisher, will be produced for Paramount by William Hawks.....Elvis Presley's next picture, "G.I. Blues," began preliminary filming in Frankfurt, Germany, early last month under the watchful eye of producer Hal Wallis. However, Presley will not work in any scenes until after his discharge from the Army next spring. Wallis has however announced that Presley will sing nine (9) songs in the picture, a mixture of ballads and rock 'n roll.....In line with the studio's announced policy of expansion with particular emphasis on attracting new talent to Paramount, Jack Karp, studio head, has announced the signing of Shpetner Productions, headed by Stan Shpetner. The unit is already installed in the studio and their first picture will be announced shortly. .....William Perlberg and George Seaton have purchased Alistair Maclean's new adventure-suspense novel, "Night Without End," as their third starring vehicle for Debbie Reynolds, who will play the role of an airline stewardess. Miss Reynolds, who recently signed a 7-picture deal with Perlberg-Seaton, started "The Rat Race" this month, and then goes into "The Pleasure of His Company," along with Fred Astaire, Lilli Palmer, Charlie Ruggles and Gary Merrill.....Producer Norman Panama is back in Hollywood from England, whence he went to confer with author Abby Mann and star Ingrid Bergman in connection with "A Child Is Waiting." Miss Bergman will star in the picture, which will be co-produced in England next year by Panama and Melvin Frank. ....."The Melody of Sex," Max Catto's best-selling novel, will be filmed by Henry and Phoebe Ephron as the producer-writer team's first assignment at Paramount. "The Melody of Sex," on which the Ephrons have started work, is a light-hearted story of a puritanical American business man who becomes involved with three "ladies of the evening" in Paris.....Producer Ray Stark and screen writer John Patrick are back in Hollywood following their 17,000-mile talent hunt in Honolulu, Tokyo, Hongkong and Manila for Oriental beauties for important roles in Paramount's upcoming production of "The World of Suzie Wong."

"But Not For Me" Gets Rollicking Trade Press Raves!

Film Daily's Summary

SOPHISTICATED ROMANTIC COMEDY PANS OUT AS GRAND FUN DISHED OUT BRISKLY. BOX OFFICE PROSPECTS MOST ATTRACTIVE.

Motion Picture Daily said:

HERE'S A SNAPPY ROMANTIC COMEDY THAT SHOULD PLAY WELL IN ANY SITUATION....PRODUCTION BENEFITS IMMEASURABLY FROM THE PERFORMANCES OF FOUR STARS WHOSE NAMES WILL LOOK MIGHTY IMPOSING ON THEATRE MARQUEES EVERYWHERE.



The fun-making of Jerry Lewis in "VISIT TO A SMALL PLANET" is Out of This World!

Paramount WORLD
Volume 5, Number 10 October, 1959



ONE-



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JACKS

IT WILL
STUN AND SHOCK
WITH ITS
SAVAGE DRAMA



THE FABULOUS 4



"CAREER"
"LI'L ABNER"
"BUT NOT FOR ME"
"THAT KIND OF WOMAN"

A quick, practical, penetrating look at four mighty fine Paramount pictures that should aid materially in rounding out 1959 in a burst of sales and showmanship glory.

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CAREER - These are the five stars, chair-named, who make this Hal Wallis production such an unforgettable feast of entertainment.

LI'L ABNER. Seen in this Dogpatch miracle crisis in this colorful Paramount musical are (l to r) — Leslie Parrish as Daisy Mae, Bern Hoffman as Earthquake McGoon, Stubby Kaye as Marryin' Sam, Peter Palmer as Li'l Abner, Stella Stevens as Appassionata von Climax and Al Nesor as Evil Eye Fleagle.

"Li'l Abner" Sneak Previewed..

Jerry Pickman and Martin Davis flew to California for the first sneak preview of "Li'l Abner," held in Pasadena. The following was J.P.'s wired reaction to Mr. Weltner:

MUST TELL YOU HOW ENTHUSIASTIC WE ALL FEEL FOLLOWING THE "LI'L ABNER" SNEAK PREVIEW IN PASADENA. PANAMA AND FRANK HAVE DONE A TERRIFIC JOB IN MAKING THIS ONE OF THE GREAT ENTERTAINMENT PACKAGES OF ALL TIME. THE PASADENA AUDIENCES COULDN'T HAVE ALL BEEN RELATIVES BUT THE WAY THEY KEPT BREAKING IN WITH APPLAUSE FOR THE MANY MUSICAL AND DANCE NUMBERS, MADE THEM ALL SOUND LIKE COUSINS TO PANAMA AND FRANK. SERIOUSLY, THIS WAS STRICTLY NON-PRO, NON-HIP AUDIENCE AND THEY ATE IT UP. LAUGHS WERE BIG AND CONTINUOUS. MORE THAN EIGHTY-FIVE PERCENT OF THE PREVIEW CARDS ACCLAIMED "LI'L ABNER" AS EXCELLENT OR BETTER! THIS IS A TERRIFIC PERCENTAGE, AS YOU KNOW, AND THE CARDS THEMSELVES CONTAINED SUCH DESCRIPTIONS AS 'FABULOUS', 'PERFECT', TERRIFIC' ETC. "LI'L ABNER" HAS ALL OF THE BOXOFFICE INGREDIENTS FOR BIG, BIG, RECORD-BREAKING GROSSES.





THAT KIND OF WOMAN gets its title from the fact that Sophia Loren makes no bones about telling Tab Hunter that she's "that kind of woman," and that he'd better forget her and go back to his "lovely green Vermont hills."

BUT NOT FOR ME poses many delicious situations, including wife-that-was (Lilli Palmer) heckling wife-to-be (Carroll Baker) with baffled producer (Clark Gable) squarely in the middle.

UPBEAT PICTURE CONTINUES OVERSEAS

TOWERING BUSINESS ABROAD

PERLBERG & SEATON PRODUCING FOR THE WORLD MARKET



COVER OF THE SUNDAY MAGAZINE section of the New York Journal American of September 20th was devoted to a cartoon depiction of the five top players in the Perlberg-Seaton comedy, "But Not For Me."

Shown in the lower row are Clark Gable, centre; Carroll Baker at the left, and Lilli Palmer. At top are Lee J. Cobb and Barry Coe.

"But Not For Me" will be showing at New York City's Capitol Theatre throughout October.

At the same time, Mr. Perlberg will be producing "The Rat Race" in and around New York City, and George Seaton will be in Europe lining up production for "The Man in the Middle," which will star William Holden.

Flash!

Mr. Weltner received a wire from Joseph H. Hazen quoting a cable he had received from partner Hal B. Wallis in Paris reading:

JUST SCREENED "CAREER" FOR JOHN NATHAN AND EUROPEAN ORGANIZATION.GREAT ENTHUSIASM, PICTURE LABELED 'TERRIFIC'.

On September 8th., John B. Nathan, general manager for Continental Europe, sent a most important cable to James E. Perkins, president of Paramount International. Highlights of that cable are set forth below; but tied in with those highlights was the following tag to Mr. Nathan's cable:

EUROPEAN DIVISION OPENS SEASON WITH A BANG!

G E R M A N Y

JANKOLOVICS ADVISES "TEMPEST" OPENED WITH HUGE SUCCESS IN 33 GERMAN CITY CRASH-RELEASE. AUDIENCE AND PRESS REACTIONS EXCELLENT. ALL NIGHT PERFORMANCES SOLD OUT. FIRST THREE DAYS HAMBURG GROSS IN TWO THEATRES TOPPED "COMMANDMENTS".

"Tempest" is still continuing its march of triumph through many important areas of Paramount's international distribution.

F I N L A N D

TROUPP ADVISES "GEISHA BOY" IN EXCEPTIONALLY GRATIFYING ADVANCE RELEASE HELSINKI ABSOLUTELY TREMENDOUS. FIRST WEEK'S BUSINESS ALMOST EQUALLING "COMMANDMENTS" AND PASSING THAT PICTURE'S SECOND WEEK.

"Geisha Boy" proves in still another vitally important territory the mounting preponderance of popularity being enjoyed by Jerry Lewis.

F R A N C E

KLARSFELD ADVISES "NORTH WEST MOUNTED POLICE" TERRIFIC FIRST WEEK AT PARIS PARAMOUNT AND HOLDING STRONG. WILL HOLD FOR 3 WEEKS.

With this record-smashing engagement this DeMille all-time-great towers over the recent triumph, in this same theatre, of DeMille's "Story of Dr. Wassell."



Marlon Brando Will Emerge as The Greatest Gunman of Them All in "One-Eyed Jacks".....

OPENING SALVO OF A ROAR THAT'S BEING HEARD CLEAR ACROSS THE NATION.



RIGHT IN THE HEART OF BROOKLYN: that is where we are in this scene. This if the Brooklyn (N.Y.) Paramount Theatre. Photo was taken during the 1959 showing of the mighty Cecil B. DeMille production, "Samson and Delilah," not during the 1951 engagement. This is the re-release engagement, not the original one. And what is so important about that? Just this: the 1959 re-release of the picture has out-grossed the original engagement in this top theatre. And by a large margin of dollars and patrons. Not only that: it has out-grossed the first-run engagements of many of the top 1959 first-releases in this theatre -- engagements which had power-packed showmanship campaigns back of them.

Now "Samson and Delilah" is going along to the splash-release throughout 66 New York theatres of the Loew's circuit, thus bringing to fruition the Pickman-inspired saga of showmanship set forth on Page 9 of this issue.

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IT IS OUR PLEASURE this month to welcome a regular Chinese language column to the pages of Paramount World. This column has been prepared by our Hongkong branch and we trust that its news will be of interest to Chinese-speaking Paramounteers in many parts of the world. Addition of Chinese as a regular feature means that we now have ten languages in every issue of our world-wide publication. We list them alphabetically: Chinese, Dutch, English, French, German, Italian, Portuguese, Spanish and Swedish.

Next month we will report in detail the story of that division of the Paramount organization known as Telemeter Magnetics, one of the amazing 'growth' divisions of Paramount Pictures Corporation.

Published every month by Paramount Pictures Corporation, 1501 Broadway, New York 36, New York, U.S.A. Issued by and for members of the Paramount organization around the world who believe in the entertainment appeal of their motion pictures, television and allied products and in the business future of their company.

ALBERT DEANE, Editor

Volume 5, Number 10 October, 1959

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LETTER FROM BILL HOLDEN from Switzerland, following receipt by him of last month's issue, says: "I cannot tell you how delighted I am with the new Paramount arrangement. I am looking forward to exciting product in the future." Bill also went on to say in his letter to the editor: "Since our permanent home is now in Switzerland, I shall be looking forward to receiving Paramount World in order to keep up with news of the Organization."

You Can't Fool the Public When the Picture's Good!

For those few salesmen and showmen of little faith who allow themselves to be torpedoed when a newspaper critic delivers a negative review on a picture, we quote the following excerpt from Sweden Manager Paul Flodin's screening report on "HOUSEBOAT":

"It is a wonderful film for the whole family to see.... Reviews poor, but public attendance good."

APPLICATION OF PERSONAL, concentrated showmanship to a release enterprise can bring surprising and gratifying results. Results which can be counted in returns running into the millions. A specific case in point is to be found in the picture report on another page of the outstanding success of the All-Time-Greatest production, Cecil B. DeMille's "North West Mounted Police," at the Paramount Theatre in Paris. This presentation enjoyed the whole-hearted application of the showmanship activities of the Continental showmanship task force under the direction of Charles P. Juroe. It netted a wonderful run (for a re-release) of 4 weeks and receipts running far into the tens of millions of francs. Other All-Time-Greatest productions have played the Paramount (but without this lambastingly-applied showmanship) and have done good but not great business. "N. W. M. P." got the works, and the box-office got the gross!

PARAMOUNT WELCOMES THE SHOWMANSHIP AND ENTERPRISE OF JOSEPH E. LEVINE



LUNCHEON AT NEW YORK'S "21"

As honored guest, Joseph E. Levine is seated between Paramount President Barney Balaban and World-wide Sales Head George Weltner at a luncheon called to discuss distribution of "Jack the Ripper."

The invitation in front of Mr. Weltner names the guests as Barney Balaban, George Weltner, Jerome Pickman, Sidney Deneau, Hugh Owen, Robert J. Rubin, Howard Minsky, James E. Perkins, Henry B. Gordon and James H. Richardson. Also "Our Guests From the Wonderful World of Journalism."

It is a tradition of the film industry that every so often a great showman - a born entrepreneur - comes into our ranks. His presence is electrifying, his results gratifying, and he gives new substance and meaning to showmanship.

Such a showman is Joseph E. Levine, a man who has made and lost fortunes, but has never lost heart. Especially now, when he has harvested a great crop of hit films and has brought back to the film world the almost-completely-lost art of socko showmanship.

It is Paramount's good fortune to be presently associated with this wizard of box-office power. One stroke of this good fortune is the acquisition, for the Western Hemisphere, of "Jack the Ripper," a top thriller that Mr. Levine is swiftly showmandizing into a 'must' for all classes and ages of picturegoers. This is the first of of a number of productions which it is expected Mr. Levine will make available to Paramount's distribution organization.

Of one thing we are sure: the pattern of the future will contain a special notation concerning the year 1959 -- the year when the showmanship imprint of Joseph E. Levine gave show business one of the most significant 'lifts' it has had in half a century.

And, as Mr. Balaban said at the "21" Club luncheon in praising Mr. Levine's sense of showmanship, and in welcoming him to the Paramount organization, "He is a man who backs his judgment with his own money."

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Timely Tag!

Louella O. Parsons gave not only a timely title to her article on Joseph E. Levine on this page when she named it "Movie Man With the Midas Touch," but she also gave her punchy story a wonderful tag. Final paragraph reads:

"Maybe Levine is what we needed to give impetus to our motion picture business."

Shown below is a montage of some of the nation's top newspaper and magazine space given to this Titan Among Showmen, Joseph E. Levine. Here are big sections of Time, Life, Variety and the Sunday Journal-American.



"Jack the Ripper" is set for a saturation release next February.



Joseph E. Levine is 53 years young, and appears very pleased that he celebrated his latest anniversary in the Paramount executive diningroom. His only regret was that Mrs. Levine was not present for the occasion.

Seated at right is George Weltner, Paramount Pictures vice-president in charge of world-wide sales. Standing, from left: Bernard Donnenfeld, Eastern production dept.; Howard Minsky, assistant to Mr. Weltner; Richard Colby, legal department.

PICTURES AND NEWS FROM THE NORTH AMERICAN BRANCHES

Every man has a right to his own opinion, but no man has a right to be wrong in his facts.
Bernard Baruch



Don't overlook the scorching role played by Barbara Nichols in "That Kind of Woman." She's the gal who makes no secret of the source of her wealth - most of which you see displayed above

A long dispute means that both parties are wrong.
Voltaire



NEW YORK CITY - This is New York branch's gracious Grace Ganguzza in the 'Southern Belle' costume in which she won first prize at an East Durham, New York, vacation resort masquerade party. Grace made the costume in its entirety, herself.

MINNEAPOLIS On Salesman Joe Rosen's last contact with Pete Campbell, the 72-year-old exhibitor at Walhalla, No. Dak., he found that Mr. Campbell was an ardent coin collector. Joe told him that he had 368 Indian head pennies that he had saved during his paper boy days thirty years ago, and they made a deal for 10¢ a penny. When Joe received his check for $36.80 from Mr. campbell, he invested it in two $25.00 U. S. Savings Bonds for his children, and he pointed out that in ten years, his childhood enthusiasm which prompted him to save $3.68 in pennies, will be worth $50.

Mr. Campbell, of course, feels he got the better end of the deal. Incidentally, Joe says coins are not Mr. Campbell's only hobby, for this 72-year-old exhibitor is an ardent golfer and still enters contests for trap shooting. He will be in Minneapolis to play in the Variety Club golf tournament on September 11th.

-Bonnie Lynch

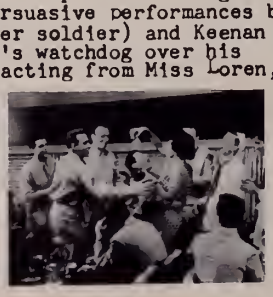
CHARLOTTE Jerry and Eleanor Helms have returned to their desks after spending a week in and around our nation's capitol and reported a wonderful time. Joyce Willis spent the last week of her vacation at home resting.

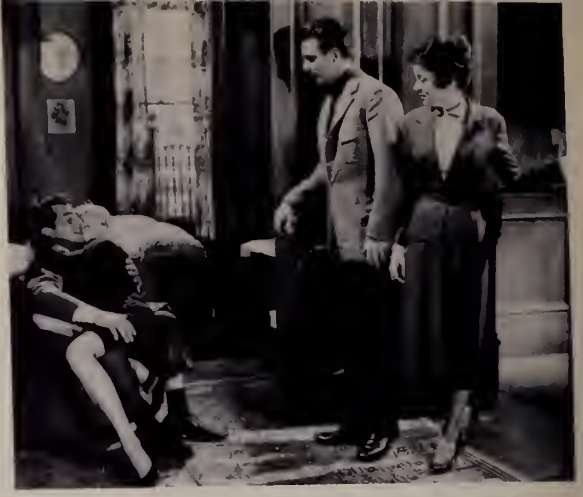
Myrtle Parker and Mildred Hoover will fly to Jacksonville Florida to attend the 6th Annual Convention of the Association of the Women of the Motion Picture Industry to be held Sept. 12-13 at the Robert Meyer Hotel. With theatre attendance on the upswing and small theatres reopening all over the country, the WOMPIS as well as others connected with the industry are encouraged over the news, and are looking forward to a successful convention.

The S.R. Liked "That Kind of Woman"

The "S.R." is The Saturday Review, one time known as The Saturday Review of Literature. It reviews films today even as it did under its own title, and now, as then, its reviews have bred more mayhem than merriment in the hearts of the film press agents concerned. However, in the issue of September 5th, Saturday Review had these kind words to offer on the Sophia Loren filmed-in-Manhattan romance, "That Kind of Woman":

The movie has several pleasant things to offer: amusing and persuasive performances by Jack Warden (as another soldier) and Keenan Wynn (as the rich man's watchdog over his girl), some charming acting from Miss Loren, accomplished suavity by George Sanders, and appropriate lovesick earnestness by Tab Hunter. Best of all is Sidney Lumet's direction. He, with the aid of his photographer, Boris Kaufman, provides perhaps the most marvelously real and hilarious train ride ever captured on the screen. Walter Bernstein's dialogue is smooth throughout, and for those who believe in miracles there is a happy ending.





Anthony Franciosa and Carolyn Jones are just in time to find Dean Martin and Shirley MacLaine in what Dean playfully calls 'in conference' in one of the many hilarious scenes in Hal B. Wallis' "Career." Perhaps it makes the situation a little better to add that Dean and Shirley later get married in the picture - for a while.

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Joe Cutrell, salesman, went fishing not long ago, but all he caught was a good case of poison ivy.

A policeman called Stella Lavender recently to tell her that he had been looking for her for several days. She thought it was a joke, but it happened to be real. He wanted to buy the six-room shell home which she had won as top prize in a Sears Roebuck contest. The call was Stella's first notice that she had won, and what a nice prize it was. We are pleased that she was the lucky winner. Incidently, winning contests is not new to Stella as she won several nice prizes by entering contests.....Another lucky winner was Ann Davis, our newest Paramounteer, who won for her husband, George, a $50 War Bond at the August Wompi luncheon meeting.

The entire office enjoyed delicious Elberta peaches grown in South Carolina recently when exhibitor S. J. Workman sent us two bushels of the fruit. Mr. Workman owns and operates the White Horse Drive - In Theatre in Greenville, S. C. and the Hollywood Theatre in Woodruff, S. C.

We were delighted to see a former Charlottean not long ago when Everett Olsen from the Chicago Branch paid us a visit. The occasion was his marriage to Mrs. Elizabeth Marcase of this city. Our best wishes to the couple for a happy life together.

-Mildred Hoover

The Charlotte Branch has experienced a very fine summer season, business-wise, with such pictures as "Tarzan's Greatest Adventure", "Don't Give Up the Ship" and "Last Train from Gun Hill"; and certainly our fall line-up is no less impressive.

Perhaps the most significant point with regard to our program for the coming months is the diversification in our releases. The type of product and star-studded casts of such pictures as THAT KIND OF WOMAN, BUT NOT FOR ME, CAREER, JAYHAWKERS, and LI'L ABNER should reap great rewards at the boxoffice. Not be overlooked is the possibilities of Mr. DeMille's SAMSON AND DELILAH. This is one of the all time greats and it is our personal opinion in

(Continued on Page 18)

"SAMSON AND DELILAH" PULVERIZES RECORDS!!



BROOKLYN, N.Y. - Exterior of the Brooklyn Paramount showing the lines of patrons extending far into the night. This led Manager Gene Pleschette to term the business "most amazing."

A GREAT PICTURE IS RE-BORN GREATER

MR. WELTNER S EPOCHAL TELEGRAM TO THE FIELD

I AM THRILLED TO SEND YOU A MESSAGE OF PRECEDENT-SHATTERING IMPORTANCE. SAMSON AND DELILAH IN ITS FIRST U.S. COMEBACK TEST ENGAGEMENT AT THE BROOKLYN PARAMOUNT THEATRE,WITH ULYSSES AS SECOND FEATURE HAS GROSSED IN THREE DAYS FRIDAY SATURDAY AND SUNDAY $31,618. THIS IS MORE DOLLARS THAN ANY OTHER PICTURE HAS GROSSED IN YEARS IN THIS THEATRE IN A FULL 7 DAYS PLAYING TIME, AND IN SPITE OF PLAYING THE FIRST WEEK-END AFTER SCHOOL OPENING IN THE METROPOLITAN NEW YORK AREA. SAMSON AND DELILAH OUTGROSSED THE FIRST TIME IT PLAYED BY $5,385, OPENING FRIDAY SATURDAY AND SUNDAY EASTER WEEKEND. HERCULES PLAYED AT FOX BROOKLYN COMPARABLE THEATRE IN JULY WITH A SHOWING ONE HOUR SHORTER THAN THE SAMSON PROGRAM, GIVING HERCULES ONE EXTRA SHOW PER DAY. IN SPITE OF THIS WE HAVE SUBSTANTIALLY OUTGROSSED HERCULES. SATURDAY NIGHT SAMSON PLAYED TO STANDING ROOM ONLY. SUNDAY AFTERNOON AND EVENING THE THEATRE HAD A HOLDOUT WHICH COST US SEVERAL THOUSAND DOLLARS ON THE DAY. MORE EXAMPLES OF BIG PARAMOUNT PICTURES PLAYING THIS THEATRE AND THEIR FIRST WEEKS GROSSES ARE AS FOLLOWS: GREATEST SHOW ON EARTH - $32,982 - STRATEGIC AIR COMMAND $19,990 - WHITE CHRISTMAS $25,123 - REAR WINDOW $24,281 - COUNTRY GIRL $32,657 - STALAG $25,800. THIS ENGAGEMENT IS THE TALK OF EVERY CIRCUIT AND FILM BUYER IN NEW YORK. MAKE CERTAIN EVERY IMPORTANT ACCOUNT IN YOUR EXCHANGE AREA IS ADVISED THAT IN ADDITION TO BUT NOT FOR ME, CAREER, JAYHAWKERS, AND LI'L ABNER COMING, PARAMOUNT IS ON THE MARCH WITH THE BIGGEST BLOCK-BUSTER OF THEM ALL IN SAMSON AND DELILAH. PREPARE NOW TO SET YOUR DATES ON SAMSON. BOX OFFICE RECORDS ARE TUMBLING AND A NEW CHAMPION IS GAINING STRENGTH BY THE HOUR. YOU WILL BE ADVISED BY HUGH OWEN - SID DENEAU AS TO SALES POLICY. REGARDS.

GEORGE WELTNER

News at the moment of going to press (Oct.2) was that the mighty picture in all 100 of the theatres in Greater New York playing the Cecil B. DeMille titan, was nothing less than terrific. Here again is the time-tried-and-proven alliance of Great Picture and Great Showmanship.

VARIETY

Wednesday, September 23, 1959

'Samson' Mighty On Reissue, And Primes Others

Spate of reissues of the "epics" is expected as a result of the box-office performance of Paramount's "Samson and Delilah" at the Paramount Theatre, Brooklyn. It's been record-breaking since opening last Friday (18), taking $9,000 on opening day, $14,500 Saturday, $14,100 Sunday, $4,080 Monday and expectedly $3,500 for each of the remaining days in the week.

Eugene Pleschette, director of the house, terms it "most amazing." Edward L. Hyman, v.p. of United Paramount Theatres, sent a special wire to all affiliates anent the stamina of the late Cecil B. DeMille's production.

The $50,000-plus gross at the borough first-run caused Par to pursue unusually tall money, at unusual expense, for a "comeback" picture. Distributor has now earmarked over $500,000 for a campaign patterned after the same hard sell as used in the Gotham area.

It's regarded as a cinch that Par will be looking through its vaults for other "comeback" items that can get across with the same type of "sell," as will other companies.

Par execs conducted two days of promotion meetings with New York circuit men concerning the "Samson" runs. These apparently paid off. Picture is in for a 12-day run at the Par, Brooklyn, and then goes to the Loew's nabe chain.



CHIBA, Japan - This very imposing poster for "The Ten Commandments" at Keisei Rose Theatre was strategically placed beside the ticket office in the heavily-travelled railway station and naturally attracted widespread attention. The Cecil B. DeMille film at the Keisei Rose of course did wonderful business.



This also is part of the Keisei Rose Theatre in Chiba, Japan. This is the cinema's restaurant, with superb camera studies of "The Ten Commandments" decorating the walls.

When a special train carried 500 school children from Wakefield (England) to the Picturehouse in Castleford to see "The Ten Commandments," it represented the first instance of a train being specially chartered for a public viewing of the Cecil B. DeMille production, in England.

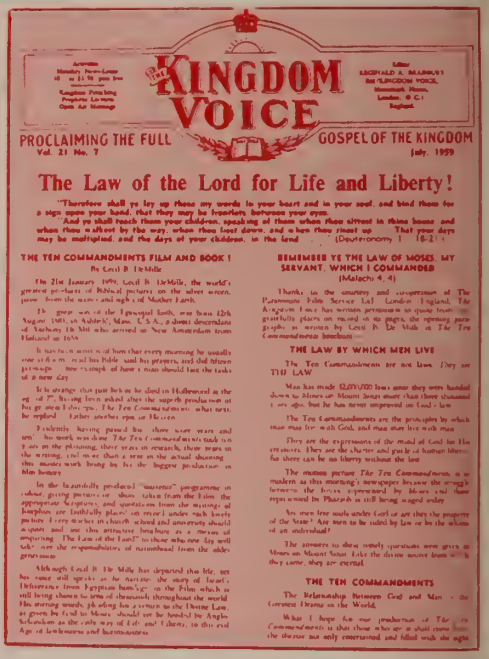
NEXT MONTH'S ISSUE WILL BE MEMORABLE FOR ITS WORLD-WIDE OBSERVANCE OF THE 3RD. ANNIVERSARY OF THE RELEASE OF CECIL B. DeMILLE'S MIGHTY "THE TEN COMMANDMENTS."

PRESENTATION ACHIEVEMENTS OF "THE TEN COMMANDMENTS" WILL ENDURE FOREVER



SAN SALVADOR, El Salvador - Noted personalities attending a screening of "The Ten Commandments" at the Paris Theatre, held in honor of the Archbishop of San Salvador. L to R: Richard Nathan,Paramount rep. in El Salvador; Manuel Vieytez,Paramount agent; Father Vicente Cerezo; Mons.Francisco J.Castro, Bishop of Santiago de Maria; Mons. Luis Chavez y Gonzalez, Archbishop of San Salvador; Pbro.Dr.Jorge Castro Pena; and Pbro. Dr. Ricardo Urioste Bustamente.

The Cecil B. DeMille production was entering its 13th highly successful week at the time of our going to press.



The Kingdom Voice, of London, one of Britain's best known religious publications, devoted most of its issue of July to "The Ten Commandments," and to the memorialization of Cecil B. DeMille. Shown above is the cover of this particular issue.



LEFT

KOTA BHARU, Kelantan - Night view of the magnificent exterior display at the Cathay Odeon for "The Ten Commandments".

The issue of next month, November, will be devoted very largely to a suitable observance of the third anniversary of the official public release of Cecil B. DeMille's production of "The Ten Commandments." It will be an issue of both prospect and retrospect. It will offer conclusive proof (if such be even necessary) of how "The Ten Commandments" has come to be the most important motion picture ever produced.

Next month's issue also will carry in detail the story of the Year-long run of "The Ten Commandments" at the Galaxy Theatre in Manila, with attendance and receipts each running into the Millions...A magnificent achievement!



Selling qualities of this Paramount advertisement for "Samson and Delilah" are admired by Danny Cohen, manager, Loew's Kings; division manager Jack Harris (Loew's), and Myron Sattler, Paramount New York Branch Manager.



The meeting in Loew's projection room being addressed by Paramount Film Distribution vice-president Jerry Pickman. Staning at right is Martin Davis; seated at front left is Joseph Friedman. Facing camera in front centre is Eugene Picker, president of Loew's Theatres.In background is the massive 8-foot standee especially created for the re-rslease of "Samson and Delilah."

"SAMSON AND DELILAH" GETTING A U.S. SHOWMANSHIP CAMPAIGN AS MIGHTY AS THE PICTURE ITSELF

Representatives of 20 New York metropolitan area theatre circuits gathered in New York City on Sept. 9th and 10th for a major merchandising conference on the showmanship campaigns for "Samson and Delilah." First of the meetings was held at Loew's Theatres; the other in Paramount Head Office. Conference was called by Jerry Pickman, Paramount Film Distribution vice-president in charge of advertising-publicity-exploitation.

What was perhaps the keynote of the meeting was struck when Eugene Picker, Loew's Theatres president, viewed Paramount's "Samson and Delilah" as "the instrument which could inspire distribution in general to re-release big pictures of the past on grand scales to the tune of enormous profits."

Picker's comment on the implications of the "Samson and Delilah" campaign followed promotion presentations by Jerry Pickman and Martin Davis on the massive Cecil B.DeMille production which will open September 30th in the New York area. More than 100 theatres of 20 different circuits (including 65 Loew houses),will show the giant film.

The Loew houses also are staging their own showmanship contest within the organization, and photographs of highlights of the winning campaigns will be carried in Paramount World.

TOWERING LIKE THE FILM ITSELF





A six-unit powerhouse of showmanship gives the once-over to the new 24-sheet poster prepared for "Samson and Delilah." From the left: Myron Sattler, New York Branch Manager;Hugh Owen, vice-president of Paramount Film Distributing Co.; Eugene Picker, president of Loew's Theatres; James Barry, NBC Sales Manager; Jerome Pickman, Paramount Film Distributing vice-president in charge of advertising-publicity-exploitation; Martin Davis, Paramount national advertising-publicity-exploitation manager.

Other pictures of this extremely effective series of showmanship meetings on "Samson and Delilah" are on Pages 15 and 27.

LEFT

Viewing the massive "Samson and Delilah" standee are, from left to right - Pete Adams,of the U.S.Theatre in Patterson,N.J.; Wilbur Snaper, of I.T.S. Circuit; Ed DeBerry, assistant to Paramount Film Distribution vice-president Hugh Owen; Morty Lightstone of the Island Circuit; and Maxie Fried, of J.J.Theatres.

WE ARE MOST HAPPY to welcome our first regular column in the Chinese language.

錦上添花・捷報屢傳
——派拉蒙前途光明

在上期我們一定注意到派拉蒙世界愈來愈廣。很多事情在各地發生，好像我們不祇是一個國際間的影片公司。這個月我們還刊載了更多詳細的關於公司的活動，我們相信以後幾個月仍舊會有。

同時，我們當然不斷攝製巨片，籌備新作，並繼續重新發行舊時的名片向全世界推出，我們將使「十誡」繼續創下新紀錄及打破紀錄。

說到「十誡」，我們下期（十一月號）將幾乎全部刊載關於此片的材料，因爲本月是這部巨片發行的三週年紀念，它的世界初次獻映是在一九五六年十月，所以在下期中，我們希望再重述扼要和這部最偉大的影片對娛樂界的貢獻，如果你們對那片以往的事蹟覺有值得追誌者，希望你們提示我們，以便充實下期「三週年紀念專刊」的內容。

前兩節我們提到重新發行的影片，這是派拉蒙許多巨片的特點，這些巨片已經賺了許多錢——祇要每次發行時在宣傳及籌備事宜一切處理妥當，總是無往不利，及會受到大衆影迷的歡迎，我們可舉出一個實例：「騎軍血戰史」（又譯「紅騎血戰記」）最近八月份在巴黎的派拉蒙大戲院上演，那時是巴黎戲院業傳統上的「淡月」。可是由他們的宣傳與努力，使這部施素・德美（又譯西席・地密爾）的傑作生意興隆，不但是連演了三個禮拜，而且還在幾個觀點上打破紀錄，我們希望這種情形也會在這裡實現。

這幾年派拉蒙將非常重視東方，你們可以將在我們特稿「黃蘇茜的尋求」和對韓素英小說改編的「青山不老」在尼泊爾攝製的偉大計劃中看到。

喬治・魏德納先生經常赴歐洲考查業務，不久他去時正會逢到本刊的出版，我們相信他會感覺到派拉蒙的全世界各公司這幾年中都在繼續擴充長大，展示着前途光明。

☆ ☆ ☆

"Samson" and Macy's - A Couple of Giants!

* * * * * *



NEW YORK - This superb example of cooperation between the re-release of "Samson and Delilah" in more than 66 Loew Theatres in the New York area, and the giant Macy's store, occupied a full page in the New York Times of September 30.



This is the Macy window at Broadway and 34th Street that gave such city-wide attention to the presentation of "Samson and Delilah" in 66 Loew Theatres. It attracted enormous crowds of people day after day.



Producer Hal Wallis is ever ready with a word of praise for a fine performance - and here he is congratulating Shirley MacLaine for one of her many glittering contributions to "Career." Smiling his approval also, centre, is co-star Dean Martin.

PARAMOUNT PROJECTS TOP THE HOLLYWOOD CINEMA SCENE



New York Journal-American **** Thurs., Sept. 3, 1959 - 15

THE VOICE OF BROADWAY

Darin Amazes Oldsters

By DOROTHY KILGALLEN

Bobby Darin, one of the hottest of the young recording stars, is amazing older pros around him with his early versatility. He takes a hand in the arrangements of his songs, can advise the conductor on how to lead the band, and give the musicians pointers on how to play while making suggestions to the engineers. One admirer refers to him as "the Orson Welles of discs"

Bobby Darin (Paramount's newly-signed sensation), is on the road for singing engagements for the next several months, and in this way will be seen by quite a few of our readers. Meanwhile, he is making to important newspaper columns in important fashion, as per this item in Dorothy Kilgallen's column in the New York Journal-American.

Sensation!

This is Bobby Darin - new and tremendously exciting star of the disc world recently signed by Paramount for upcoming musical pictures.

Those of you who know your records, and those of you who saw Bobby on the Ed Sullivan TV show of September 6th, don't have to be told about Bobby.

To the rest of you we say: you are looking at one of the great sensations of Paramount pictures for 1960.



Mr. and Mrs. Roger Vadim and Peter Zoref at Beverly Hills Hotel cocktail party welcoming the celebrated director to Paramount.





LEFT

Dean Martin and Shirley MacLaine, a pair of Hollywood irrepressibles, decided during the making of "Career" for Hal Wallis, that "you just cannot make an epic picture without a bathtub scene." Trouble was, their overflowing sense of humor made the scene seem faucet - and only this candid camera shot survived for the record.

Ecran of Santiago, Chile, recently held a contest, with a trip to Hollywood for the two winners. Here are the winners in the Paramount commissary - Eliana Bernasconi (second from left) and Nicolas Vega (right). In centre is Edith Head, Paramount's academy-award-winning designer who, learning that Miss Bernasconi is to be married on her return to Chile, sketched a special wedding gown and presented it to her. At left is Miguel deZarraga, Hollywood correspondent for Ecran. Second from right is Mrs. Bernasconi, winner's mother.

One can never pay in gratitude; one can only pay "in kind" somewhere else in life.
Anne Morrow Lindbergh

A PARAMOUNT LES EVENEMENTS D'IMPORTANCE VITALE SE SUCCEDENT SUR UN RYTHME ACCELERE

* * * * * * *

Comme on a dû remarquer en lisant le numéro du mois dernier de "Paramount World", le monde de Paramount est un monde dont l'importance va grandissant. Beaucoup de choses arrivent et nous voila devenus bien plus qu'une société internationale de films. Ce mois-ci, nous publions des détails complémentaires sur les activités de notre société et nous espérons faire de même pendant les mois à venir.

Entre temps, nous continuons naturellement à faire de grands films et à en préparer d'autres. Nous continuons à ressortir de par le monde de nombreux films qui ont remporté de grands succès dans le passé. Et nous continuons toujours à battre tous les records avec "LES DIX COMMANDEMENTS

Et, à propos des "DIX COMMANDEMENTS", nous avons l'intention de consacrer le numéro du mois prochain (Novembre) presque entièrement à ce film car ce mois-là marque justement le troisième anniversaire de la première présentation de ce film qui a eu lieu en 1956. Dans ce numéro, nous espérons pouvoir récapituler les grands moments, les grands exemples d'exploitation et de publicité, les événements inhabituels liés à ce film, le plus grand de tous. Aussi dans le cas où vous pourriez vous souvenir d'un événement spécial qui aurait échappé en son temps à l'attention de l'éditeur, nous vous prions de bien vouloir nous le rappeler à l'occasion de ce numéro anniversaire.

Deux paragraphes plus haut, nous avons mentionné les productions qui font l'objet d'une nouvelle sortie : ce sont celles que nous appelons "Les Plus Grandes Productions Paramount de Tous les Temps", des films dont les possibilités de recettes sont énormes. Mais les résultats escomptés ne seront atteints que si ces films sont annoncés avec la publicité nécessaire et si on accomplit un effort particulier pour attirer sur eux l'attention des spectateurs. Nous pensons en ce moment à l'exemple donné par le Theâtre Paramount de Paris qui a sorti "LES TUNIQUES ECARLATES" pendant les semaines traditionnellement calmes du mois d'Août.



LEE J. COBB, always an electrifying actor in any role, turns in a traditionally fine performance in the company of Clark Gable, Carroll Baker, Lilli Palmer and Barry Coe in Perlberg and Seaton's "But Not For Me."



Marlon Brando isn't always the grim killer in "One-Eyed Jacks." There are times when he smiles as he squeezes the deadly trigger.

RIGHT

HOLLYWOOD - Seated at right is Henry S. Noerdlinger, the industry's top research authority, and in charge of all research during the making of "The Ten Commandments." Mr. Noerdlinger was born in Switzerland, and his visitor in the scene at the right is Dr. Paul Munch, Editor of the Swiss magazine, Sie & Er. The book being examined by Dr. Munch is Noerdlinger's renowned "Moses and Egypt," the encyclopedia of the research derived from "The Ten Commandments."





HOLLYWOOD - Centre figure in this trio is Roger Vadim, eminent French film director, former husband of Brigitte Bardot and director of the films which brought her to world eminence. Now he is a Paramount director, having just signed a multiple-film contract. At right is Peter Zoref, who will be associate producer on all Vadim-directed pictures for Paramount. At left is Luigi Luraschi, the studio's foreign head, and director of censorship.

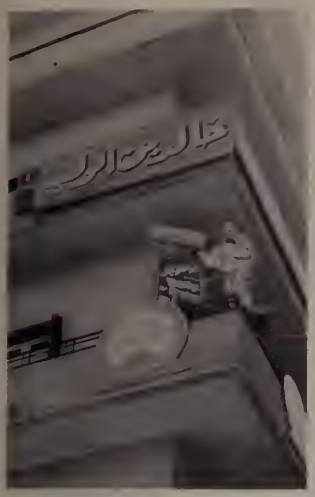


PARIS - Hal Wallis (centre background) winds up his annual Continental cinema-conditions survey tour with a press interview here. Members of the press, representing Figaro, Paris Presse, Paris Journal, L'Aurore and France-Soir, are in the foreground. At right and left rear are Messrs Henri Klarsfeld and Charles P. Juroe.

Le Service Européen de Publicité de Paris a lancé ce film d'une manière remarquable et le résultat a été éblouissant : l'oeuvre de Cecil B. DeMille est restée non seulement trois semaines à l'affiche, mais en outre a totalisé des recettes battant des records à **bien des points de vue. Nous espérons pouvoir vous montrer ici les efforts publicitaires accomplis là-bas.**

Dans les mois qui viennent Paramount va s'interesser beaucoup a l'Orient. Vous vous en rendrez compte en vous reportant aux articles consacrés "A la Recherche de Suzie Wong" et aux projets importants relatifs au tournage, du roman de Han Suyin "LA MONTAGNE EST JEUNE" dans le Nepal.

M. George Weltner sera en Europe au moment de la sortie de ce numéro du "Paramount World." Il s'agit d'un de ces voyages qu'il fait régulièrement sur le Continent. Nous savons qu'il verra une fois encore que la force de l'organisation mondiale de Paramount continue à s'affirmer et à prospérer avec les années.



CAIRO, Egypt - Cut-out of Jerry Lewis and the baby characters in "Rock-A-Bye Baby" make interesting figures on the balcony outside of the Paramount branch in this city.

TOP PARAMOUNT HAPPENINGS IN THE CONTINENTAL CINEMA SCENE



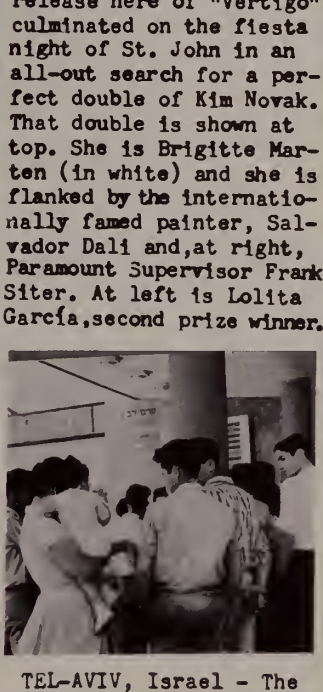
CAIRO, Egypt - In a land where the people are attracted to big things like the Pyramids, the Sphinx and the wonders of Karnak, it seems obvious that huge figures of film stars are likewise appealing to them. Like this figure of Jerry Lewis in the role he plays in "Rock-A-Bye Baby," which certainly has been a queue-maker for the Radio Theatre here.



COPENHAGEN - Formerly manager in Denmark, and now supervisor of the Far East Division, Svend A. Henriksen calls on his former fellow Paramounteers during his vacation from Hongkong headquarters. From left: Mrs. Skeel, booker; Mr. Henriksen; Mrs. Andersen, publicity girl; Mr. Lund, shipper; Manager John Aarshoj; Mrs. Justeseen, chief accountant.



BARCELONA - Top showmanship activity for the release here of "Vertigo" culminated on the fiesta night of St. John in an all-out search for a perfect double of Kim Novak. That double is shown at top. She is Brigitte Marten (in white) and she is flanked by the internationally famed painter, Salvador Dali and, at right, Paramount Supervisor Frank Siter. At left is Lolita García, second prize winner.



TEL-AVIV, Israel - The caption to this interesting picture says: "Although the cash (box-office) of the Cinema Chen is closed on account of capacity, people are still standing around in the hope of buying black-market tickets for VERTIGO."





BARCELONA - Here are the members of the "Vertigo" jury judging the young ladies in the Kim Novak 'double' conteet so ably organized by Paramount Publicity Manager Jaime Arias. From left they are: Aguilar Moré, Planasdurá, Surós, Salvador Dalí, Frank A. Siter, Juan Viñas, Rodríguez Aguilera. Fradera



BARCELONA - The five finalists in the "Spanish Kim Novak Blonde or Brune" Contest conducted in connection with the release of Alfred Hitchcock's "Vertigo." The conteet was held in the Barcelona Royal Tennie Club in the presence of two thousand members of top Barcelona society. The entire event attracted matchless newspaper and radio coverage.

Winner, Brigitte Marten, is in centre.

LEFT

KLAGENFURT, Austria - On location here with "Jovanka and the Others," Director Martin Ritt proudly displays his lovely adopted daughter, Tina, to Silvana Mangano - who also has some lovely children of her own.

FALL HOME OFFICE NEWS NOTES

Charlie Franke, the publicity department's news release writer, left Paramount on September 10th for a position with ABC-TV. His eleventh floor co-workers held a farewell party for him on his day of departure (see photograph in next column) with refreshments galore - candy, cake, coldcuts and even drinks (of the stronger variety). Although everyone was sorry to see him go, they all wish him luck in his new endeavor. But although Charlie was lost, the company made a gain. He is Warren Harris, a former reporter of "Motion Picture Herald," and he took over Charlie's spot on September 21st.

It was quite a surprise to learn that Joe Diana of the traffic department just became the father of a fifth child - a surprise because Joe is only 29 years old and looks much younger. The latest addition is a boy (which was what he wanted). The other four consist of three girls and one boy. Joe has promised to get a photograph of the entire clan together one of these days for "Paramount World".....Another item concerning Sir Stork affects Ceil and Ralph Rosello. They expect their surprise package about March.

Other kinds of surprise visitors: Terry Pucciarelli, formerly of Al Lo Presti's department, has paid the tenth floor several visits within the last month. Everyone was glad to see her.....Mae Bagwell Buchbinder, a former employee who had left because of Sir Stork, came up to see her old co-workers on September 16th bringing her baby daughter Lorri with her.



A PARAMOUNTEER DEPARTING: Although Charlie Franke is saying goodbye, everyone above seems to be particularly happy at his party where (as you can see) there were quite a number of refreshments. Making the most of them are, l. to r., George Harvey, Sara Lyons Danto, Gil Sullivan, Linda Salzberger (in front), Sandy Dubler, Charlie Franke himself, Evelyn Seeff, John Guilfoyle, Paula Fraser, Constance Bachmann, Arlene Berg, Dave Judson (behind Arlene), Tess Klausner, Armand Cardea and Zac Freedman.

Diana Mockeliunas reports that she plans to be married next spring to Eugene Maslauskas, an apprentice teacher at the Navy Yard. Diana, who works for Hiller Innes, was engaged last April, but the diamond ring she is wearing was hitherto unnoticed by this reporter, for some strange reason.....Rosemary Pascale and Joyce Calderone of Room 1107 have officially set their wedding dates - September 17, 1960 for Rosemary and June 25th 1960 for Joyce.

Newcomers: Lorna Duncan started working for Al Lo Presti last month, and Theresa Quealy began in Milton Goldstein's department.

Athena Barbulean, tenth floor, reports that her husband recently bought a 1957 mercury. Now they can both really go places. Evelyn Seeff is planning a cruise this month aboard the SS "Kungsholm".

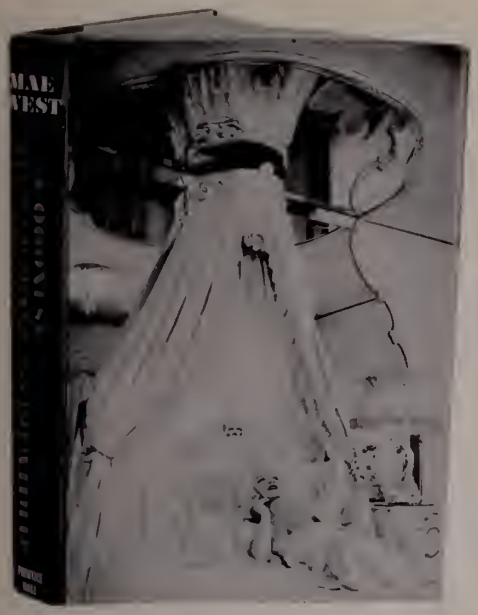
More vacationers: Edith Talcott of 10th floor publicity is on a six-week trip to Europe, holding family reunions with relatives in France, Italy, England and Switzerland. John Montllor of Spanish Translation is also on the continent, but for two months.....Max Fuchs, 10th floor, spent ten days vacationing upstate.....Some of the eleventh floor vacationers include: Arlene Berg, who spent a week in Montreal, Quebec; Sada Snyder, who was up in Cooperstown, New York and some surrounding cities; and Dick Walsh, who was down in Williamsburg, Virginia.

Bill Wickesser, 8th floor, is planning a wedding - his own. October 25th will be the happy day and Vera Brunner is the name of the happy bride-to-be.

-Helen Kwartler

--BOWLING NEWS--

Eight bowling teams have been organized for the new season, and they began playing September 14th. The teams are: Jerry Lewis, Dean Martin, Tab Hunter, Shirley Maclaine, Anthony Quinn, Carolyn Jones, Anthony Franciosa and Sophia Loren. On this first bowling night, the highest scorer was Bob McKeown who evidently didn't lose any of last year's spark. His average was 174-1. Following him on the male side were Steve Kolankowski with 161-2 average, Al LoPresti with a 160 average, George Casiano with an average of 159-2 and Bob Guilfoyle with an average of 159-1. On the female side, Marilyn Bettinger topped the gals with an average of 143-2; Vera Guilfoyle was next with 130-1 average. Then came Arlene Goldberg with 119-2 average, Mary Brady with 114 and Helen Dumbra with 113-2. All averages were on a basis of three games.



We give you this look at the cover of Mae West's new book, "Goodness Had Nothing To Do With It," partly because the book is rollicking, raucous (even ribald) fun -- and of course wonderful reading -- and partly because no matter what the later years have been, Miss Mae will always be part of the spirit of this organization. The pictures she made for us are quite unforgettable - and they also made 'muchas dinero.'



U.S.-CANADA SCENE ACTIVE WITH PARAMOUNT DEVELOPMENTS



MIAMI, Florida - Producer William Perlberg ("But Not For Me") receives Key to the city from Jimmy Barnes, representing the Mayor of Miami. Perlberg was in Miami for the American Broadcasting-Paramount Theatres Southern States Convention, held in Winter Park. It was at this gathering that "But Not For Me" was used as the basic film example to introduce Sidney M. Markley's point-of-sale program for the selling of motion pictures in the Southern area. Following his address at the convention, Bill Perlberg made the rounds of newspapers and disc jockeys in the interests of not only "But Not For Me," but also the upcoming Perlberg-Seaton productions for Paramount release.



Cover of the tuneful song, "Mon Petit," which is featured so attractively in the Paramount release, "Thunder In the Sun."



RIGHT

NEW YORK CITY - Hugh Owen (left), vice-president of Paramount Film Distributing Corp., and Robert C. Rothafel, president and general manager of the famed Roxy Theatre, sign the contract making Paramount's "Li'l Abner" the Roxy's gala Christmas attraction.

NEW YORK CITY - In a 'look-alike' contest conducted by the Roxy Theatre in connection with the presentation of "That Kind of Woman," Miss Barbara Place, of Elmont, Long Island, was selected as being most like Sophia Loren as she appears in the film. That's Barbara at left, and the completely blonde lady is actress Greta Thyssen, responsible for selecting the winner. Barbara, by the way, is just sixteen.



NEW YORK CITY

At the special Loew's Theatres meeting held in connection with the showmanship campaign for "Samson and Delilah," special lucky charms are distributed to Loew's managers and publicists. Shown receiving the charms are (l. to r.) - Jim Shanahan, assistant publicity director; Helen Lupo, manager, Loew's 72nd Street; Ernest Emerling, advertising director; Dorothy Solomon, manager, Loew's Oriental; and Inez Groething, manager, Loew's American.

"BUT NOT FOR ME" opened at the New York Capitol the day we went to press. But we did see some of the patrons leaving the theatre, and they certainly looked mighty well pleased with what they saw.

CONSTANTES SUCESOS DE VITAL IMPORTANCIA EN LA PARAMOUNT

* * * * * *

Como se habrá observado por lo que decíamos en nuestro número anterior, el mundo Paramount es un mundo que crece sin cesar. Paramount es hoy algo más que una compañía de películas internacional. Este mes publicamos más detalles de las actividades de la Compañía y esperamos darles mayor extensión en números sucesivos . . . Mientras tanto, Paramount sigue produciendo grandes películas y proyecta producir muchas más. Además, Paramount repone (re-release) en todo el mundo muchas de sus grandes películas del pasado, y continuamos derribando marcas con "Los Diez Mandamientos". . . Hablando de "Los Diez Mandamientos" apuntaremos que nos proponemos dedicar el número de Noviembre, tercer aniversario de esta película, enteramente a ella. En él daremos a conocer los grandes ejemplos de "showmanship" y los acontecimientos inusitados que han tenido lugar a raíz del estreno y exhibición de la más grande de todas las películas. Si el paramountista recuerda algo interesante relacionado con esta película, que haya escapado a nuestra atención, le agradeceremos nos lo comunique para incluirlo en ese número especial de aniversario ... Antes hemos mencionado las producciones que se re-exhiben. Nos referíamos, naturalmente, a las grandes producciones que en pasado han demostrado su enorme capacidad para atraer público a las taquillas. Esto se logrará, como es de suponer, solamente empleando el "showmanship" que este esfuerzo requiere. Como ejemplo de ello citaremos lo que se hizo con la película "Los 7 Jinetes de la Victoria" ("North West Mounted Police") en el Teatro Paramount, de París, durante el tradicional "agosto muerto" en la capital de Francia. Las fuerzas publicitarias y del "showmanship" continentales localizadas en París enfocaron sus cañones de propaganda en tal forma que la magnífica película de Cecil B. DeMille no sólo se exhibió durante tres semanas completas, sino que realizó recaudaciones de taquilla que constituyeron records desde diversos puntos de vista. Eficaz ejemplo digno de tenerse en cuenta . . La atención de la Paramount se concentrará en los años venideros en el Oriente. Buena idea de ello nos la da nuestra producción especial, "The Search for Susie Wong" ("En busca de Susie Wong") y también por los planes en gran escala para el rodaje en Nepal de la obra de Han Suyin, "La Montaña es joven." . . . El señor George Weltner se hallará en Europa en una de sus visitas regulares al leer el Paramountista este número de Paramount World. Mr. Weltner tendrá ocasión, una vez más, de ver confirmado el hecho de que la importancia de la Paramount como organización mundial continúa superándose con el transcurso de los años.



SANTIAGO, Chile - Very effective poster stand in the lobby of the Rex for "Houseboat" - one of the happiest pictures shown at the theatre in a long time.

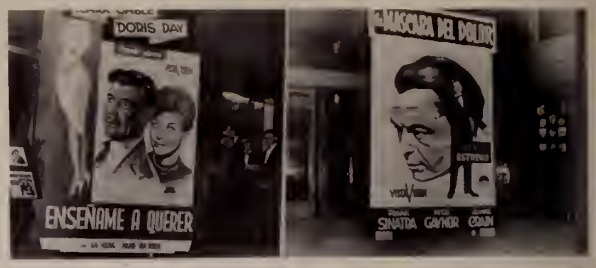
Una larga disputa quiere decir que ambas partes están equivocadas.
- Voltaire



PANAMA - One of many fine windows secured as part of the unparalleled showmanship campaign for "The Black Orchid." This campaign gave the Central Theatre the greatest business it has had this year on any picture, with the exception of "The Ten Commandments."



HOLLYWOOD - Producer Hal Wallis, who'd just seen the 'rushes' of "Career," and who'd just told Carolyn Jones how swell her work was, elicited from Miss J. a delighted "Gee! As good as that!"



SANTIAGO, Chile - These two fine stands grace the lobbies of a couple of top Santiago cinemas. The one at left is in the lobby of the Astor, and advertises "Teacher's Pet" most effectively. The other, telling about "The Joker Is Wild," is in the lobby of the Rex.





LIMA, Peru - Day and night glimpses of the queues that lined up at the Tacna to see Jerry Lewis in "The Geisha Boy." Here, as in so many places throughout the world, the popularity of Jerry mounts with each successive film.



LEFT

PANAMA - Release of "The Black Orchid" in the Central Theatre followed one of the most intensive showmanship campaigns ever prepared in this territory. Window tie-ups were many, and all of them spectacularly effective. Opening night, all women patrons at the Central received an orchid and a small flask of perfume, all of which were donated. The result of this showmanship: THE HIGHEST GROSS FOR ANY PICTURE RELEASED THIS YEAR, WITH THE EXCEPTION OF "THE TEN COMMANDMENTS."

Scene at left shows a patron receiving her orchid. At left of group is Mr. Gilberto Billingslea of Paramount Branch, Panama.



GLASGOW - The Panther Book edition of "The Black Orchid" was given a most effective display in Boot's Drug store at Union and Argyle Streets here in conjunction with the presentation of the picture at the Playhouse and Bedford Cinemas.



PARAMOUNT EVENTS IN THE BRITISH FILM SCENE

Welcomed to London

Executive Paramount luncheon at the Hungaria to welcome Richard L. Patterson on taking up his appointment as head of Paramount British Pictures.

Reading from lower left: John Adamson, assistant secretary; Peter Reed, head office sales executive; Donald Peverett, secretary and director; David Grimes, legal department; Richard L. Patterson; Fred Hutchinson, managing director; Russell W. Hadley, Jr., assistant managing director; Tony Reddin, director of theatres and publicity; Douglas Abbey, London branch manager; Max Gayton, manager of the Plaza Theatre, London.



BOGNOR - This seaside resort saw plenty of examples of Odeon showmanship when "Tempest" was the local attraction. This poster, brainchild of Paramount's London publicity department, was used in every spot on Bognor's seaside where holidayers congregated. The wording reads: TO TEMPT A TEMPERATE APPETITE TAKE AN EXHILARATING SEA TRIP. THEN SEE PARAMOUNT'S EXCITING "TEMPEST".



HOLLYWOOD - Second from left in this group at Beverly Hills Hotel reception welcoming French director Roger Vadim to Paramount, is Jack Karp, vice-president in charge of Paramount production. He is speaking with Jean Negulesco, director. Next to Mr. Karp is Mr. Vadim, then Mrs. Vadim, and at right is Peter Zoref, Vadim's associate producer.



BIRMINGHAM - A very fine piece of showmanship on the part of exploiteer Charlie Wilson was a 4-page supplement in the influential family newspaper, Weekly Post and Midland Pictorial. Honored picture, covering more than three of the four pages, was the Dino De Laurentiis spectacular thriller, "Tempest." More than 300 contents bills were issued by the paper, plugging both "Tempest" and this special supplement. Note that Mr. Wilson never overlooks the Paramount Trade Mark in any of his showmanship.



Close view, in truly happy vein, is this shot of Messrs Hutchinson, Patterson and Hadley.

During Mr. Weltner's current business trip to England and the Continent he will confer with Mr. Patterson on production plans.

RUSSELL W. HADLEY, Jr., shown above, recently concluded the most comprehensive film business survey of the West African territories made in many years.

Tour, which occupied several weeks, encompassed Nigeria, Ghana, Liberia, Gambia and Sierra Leone, and was complete in every respect.

A complete picture of conditions under which films are exposed to audiences in these lands was obtained by Paramount's Assistant Managing Director in Great Britain, and will serve as a most practical index of procedure in the years to come.

No pictures were included in his report, hence Paramount World has none for publication.

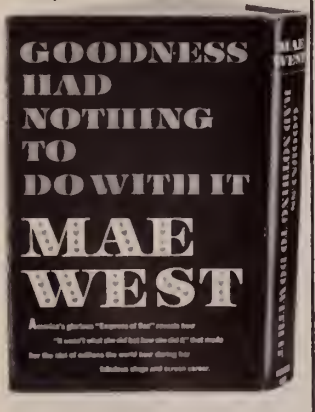
Few have heard of Fra Luca Parioli, the inventor of double-entry bookkeeping; but he has probably had much more influence on human life than has Dante or Michelangelo.

Herbert J.Muller



NEW YORK - At one of the two enthusiastic showmanship meetings held by Paramount and Loew's Theatres in connection with the re-release of Cecil B. DeMille's "Samson and Delilah," two of the Loew's theatre managers discuss one of the punchy advertisements for the picture. They are William Klenert (nearest camera) of Loew's 175th Street; and Sid Schwartz, Loew's Paradise.

A lot of Paramounteers of bygone days sail into view in Mae West's book, "Goodness Had Nothing To Do With It" (Prentice Hall).



If your memory finds it easy to 'go West,' get the book and read why, for instance, everyone in the world except Mae herself saw her very first picture, "Night After Night" -- and why she never saw it.







CINCINNATI We, of the Cincinnati Branch, were honored last week with the presence of Mr. John Moore, our Division Manager, also Mr. Herb Gillis Washington D. C.'s Branch Manager and Washington salesman Jack Howe. The occasion called for pictures. In one of them, Mr. Moore is shown presenting Kip Smiley, our 100% salesman with his 100% Pin. We are mighty proud of Kip and all agree that he is most worthy of this award.

In another picture we insist that this isn't Gordon Scott - no, nor William Holden, but our own Herb Gillis, Branch Manager of Washington D. C., taken during his recent visit to the Cincinnati Branch. It was good to see him, especially looking so fit and healthy.

Good Luck to Miss Nancy Shea, our Receptionist, who received an engagement ring from Ronald Douglas. They plan to marry next February. Our Travelers, Charles Scully, Shipper, and Don Benning, Booker journeyed to Toronto, Canada recently to attend an Eagles convention.

Our Branch Manager, Mr. Don Hicks, returned from his West Coast vacation, having acquired a new grandchild and a new son-in-law. Daughter Ann gave birth to a nine pound baby boy----and Daughter Sue was married at the Mission Inn, Riverside, California, to Mr. William Cotten, a Building Contractor.

Jim Brunetti, Office-Booking Manager, returned from his vacation as the proud owner of a new Bellaire Chevrolet. He traded in his "Franklin"! Carol Fahrnbach, Branch Manager's Secretary, was presented with a Cocker Spaniel Puppy as a Birthday present from husband, Don.....And, as of this minute, your correspondent is taking off on a two-week vacation - so "30" for now.

-Lillian Ahern

BRANCH NEWS CONTINUED FROM PAGE 6

(from Charlotte)...Charlotte that this picture will do outstanding business. - Joe Cutrell

WASHINGTON, D.C. George Mamakos, shipper, is spending two weeks basking in the sun in Atlantic City.....Ida Green, Cashier, is vacationing at the present time.

Marie Rutter, Bookers' Clerk, is very enthused over her future move into a larger end new apartment so that junior may have his own private quarters.

Returning vacationers are Pete Badessa, Albert Landgraf, and Jean Brownlee. Branch Manager's secretary, Ruth Smith's daughter started her senior high school year.....Billie

(Continued on Page 22)

CINCINNATI - Our Polaroid Land Camera gave us these shots lately when we had as visitors from Washington, Eastern Division Manager John Moore, Washington Branch Manager Herb Gillis (certainly no stranger here), and Washington salesman Jack Howe. That's Mr. Gillis in the first shot; then Division Manager Moore presenting Clifford (Kip) Smiley, salesman, with his 100% Club pin; and finally, salesmen Howe and Smiley conferring on bookings.

Atlanta Contestants

ATLANTA, Georgia - This branch has a pair of "Li'l Abner" teams pitted one against the other in the current sales effort. They are the 'Daisy Mae's' and the 'Li'l Abner's'.



THE DAISY MAE's (l to r): Peggy Bryant, Patsy Smelley, Mary Jane Spears, Virgil Hopkins, W.R.Word, Franky DuLaney, Barbara Darnell, Melva Hicks, Virginia Rich.



THE LI'L ABNER's: Jim Hill, Dean Morris, Barbara Hubbard, Wilbert André, Paul Morgan, Katie Lewis, Ruby Wheless, Louise Cathy, Max Price.

The 'battle' will rage until the end of the year.

THE EDGAR SHINN STORY

40 YEARS IS A LONG, LONG WONDERFUL TIME TO HAVE BEEN WITH PARAMOUNT

October 1959 is EDGAR SHINN MONTH throughout all of the territory served by the New Orleans Branch.

It is an occasion for simple but wonderful tributes to this fine Paramounteer, and the tributes which we have excerpted below are but a cross-section of the flood of messages which have come to New Orleans from all parts of the territory. For Edgar Shinn is obviously 'a wonderful guy' in that part of the world.

According to Exhibitors...

HERE ARE SOME OF THE TRIBUTES THAT HAVE BEEN PAID EDGAR SHINN. Joy N. Houck of New Orleans said: "Glad to see you are having a drive in honor of Edgar. I feel that he deserves the honor and am sure that his many, many friends will do as we are, give you every booking possible".....J.R.Lamantia, General Manager of Exhibitors' Co-Operative Service,Inc., New Orleans, wrote Manager Holliday: "....Bill, it goes without saying that I have known Ed for many years and I,like yourself and all others who know Ed, consider him as one of the most beloved and fairest film salesmen in the New Orleans territory..." .....T.J.Howell of Paramount Gulf Theatres indicated his circuit's pleasure in participating in the tribute, and ended his letter which detailed some of the bookings by saying: "...Cliff joins with me in wishing Ed and you a very successful drive."

J.G.Broggi (An Independent for the Independents) wrote: " ...I am certainly glad to hear of Edgar Shinn Month. I know all of his exhibitor friends will feel the same as I do - that Edgar deserves this recognition. Having known Edgar for the entire 40 years of his film career, I want to assure you that Edgar Shinn Month will receive the fullest support from this office...." ....Page M. Baker, General Manager of Theatres Service Company, said of the tribute "I would like you to know that I believe that this is one of the nicest things any film company has ever done for a loyal employee the caliber of Ed Shinn. I have known Edgar since I first started in the motion picture business and you, as well as Edgar, can count on my personal support to the drive in his honor...." Arthur L. Barnett, Theatre Representative in New Orleans, said: "...It has been my good fortune to have known Ed for many years both as a booker and as a salesman, so you can count on us to give excellent representation in Ed's 'Achievement Drive'...."

A heart speaks....

This is from Earl Perry, General Manager of Pittman Theatres,Inc., operating theatres in Louisiana:

"A film company drive is nothing new to an exhibitor. We have had drives for almost everyone in New York for every company. In designating October,1959 as The Edgar Shinn Month, Paramount has cut through the outside surface and gone straight to the heart. I say this because I believe that Ed Shinn has a place in every exhibitor's heart. Forty years is a tremendous amount of time for a man to be faithful to one company. While Ed's first love is Paramount, he never loses sight of the exhibitor. He is one salesman who realizes that the distributor and the exhibitor are partners in the exhibition of motion pictures and handles his work accordingly. I have never known Ed Shinn to turn away from any honest requests for help. Naturally, because of this, I don't think any exhibitor would turn away from this chance to help Ed. Forty years is a long time to remain a great guy, but Ed Shinn has made the grade."

Ed Shinn



Edgar Shinn as a booker in Charlotte, answering a 1919 telephone for a booking.



Edgar Shinn, today, with 40 years of sales know-how added.

Edgar Shinn began his Paramount service as a booker in Charlotte in October 1919. The following year he was transferred to Atlanta as a salesman. Later he was moved to Washington, and a few years later to New Orleans. In 1938 he went on the road as a salesman in the New Orleans territory,and that has been his beat ever since. Just what the exhibitors think about him is in the letters on this page....What his boss (Branch Manager Bill Holliday) thinks of him can be found in the following summation which was at the end of the message about the tributes of exhibitors: "....I will also say that after 40 years, Ed may be older, but when it comes to selling pictures he is still the "Louisiana Whirlwind." His enthusiasm and energy never lag, and when he works an account,it is thoroughly worked."

Edgar Shinn has won awards aplenty. Possibly more than anyone else in the Paramount organization. He has also, says Bill Holliday, won top positions and top money in so many of our various sales drives and contests that many of his close friends rib him as being "the old pro." He has been a 100% Club man on 3 different occasions,and the only reason he has not won more acclaim (says Holliday) is that we just have not put up any other awards for him to win.

And there you have Edgar Shinn -- 40 years young, and the sort of a wonderful guy who can make exhibitors say the sort of thing about him that you find on this page.

Life is a grindstone: Whether it grinds you down or polishes you up depends on what you're made of. Anonymous



This highly effective car card advertisement for TWA (Trans World Airlines) is at the same time a most effective plug for Sophia Loren in "That Kind of Woman."

A total of 6,200 of these cards have been distributed for display in all of the New York City subway systems; all of the commuter railroads serving New York City; the Boston & Maine commuter trains serving Boston; and the Reading Railroad commuter trains serving Philadelphia.



PINA PELLICER - young and talented Mexican actress who gives a brilliant account of her dramatic skill as leading woman to Marlon Brando in "One-eyed Jacks" - the release of which will be a Paramount event of top magnitude.



TEL-AVIV, Israel - Another interesting glimpse of show business from this bustling and growing city is this shot of the crowds queued up at the Cinema Ophir for the 3rd week of "Black Orchid."

RIGHT

Displaying indignation as a princess in "Breath of Scandal" is Sophia Loren. The hapless victim of her scorn is played by John Gavin.

PARAMOUNT EVENEMENTEN VAN VITAAL BELANG VOLGEN ELKAAR IN SNEL TEMPO OP

* * * * * * * * * * * * *

Zoals reeds in het vorige nummer tot uiting kwam, is de wereld van Paramount een grote en steeds groeiende wereld. Er gebeuren vele dingen en wij zijn veel meer geworden dan alleen maar een internationale filmmaatschappij. Deze maand plaatsen wij verdere details van de activiteiten van onze maatschappij, en wij stellen ons voor dit in de komende maanden te blijven doen.

Ondertussen gaan wij natuurlijk steeds door met vele grote films te maken en plannen te ontwerpen voor andere produkties. Wij gaan ook door met het over de gehele wereld opnieuw uitbrengen van vele van onze grote films uit het verleden. En natuurlijk gaan wij door records te breken met "De Tien Geboden".

En over "De Tien Geboden" gesproken: wij zijn van plan ons November-nummer bijna geheel aan deze film te wijden, daar het die maand drie jaar geleden is, dat deze film in première ging. In dat nummer hopen wij de hoogtepunten, dé grote voorbeelden van showmanship, de ongewone gebeurtenissen verbonden aan deze grootste film aller tijden, nog eens de revue te laten passeren. Mocht U zich dus nog een bijzondere gebeurtenis herinneren, die in het verleden aan onze aandacht ontsnapt is, doet U ons dan het gen oegen ons ter gelegenheid van dit verjaardagsnummer hierop te attenderen.



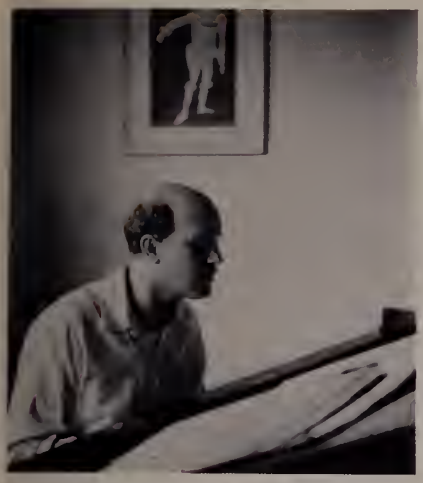
In de tweede alinea maakten wij melding van de re-release produkties. Wij bedoelen hiermede speciaal de Paramount All-Time-Greatest Productions. Dit zijn films waar enorme kassa-resultaten mee te bereiken zijn ... doch alleen indien zij op de juiste wijze uitgebracht worden, en men alles in het werk stelt om deze films weer onder de aandacht van de bioscoopbezoekers te brengen. Wij denken hierbij aan het practische voorbeeld van wat werd gedaan met "North West Mounted Police" in het Paramount Theater te Parijs gedurende de traditionele "dormant" week in Augustus. De Europese publiciteits- en showmanship staf gevestigd in Parijs besteede zo veel aandacht aan deze Cecil B.DeMille produktie, dat de film niet alleen drie weken achter elkaar liep, doch ook een recette opbracht, die werkelijk opzienbarend was. Wij hopen, dat ook U deze zelfde showmanship ten toon zal spreiden.

Het Oosten zal in de komende jaren zeer in de belangstelling van Paramount komen te staan. Ons speciale artikel "Op Zoek naar Suzie Wong" zal U hiervan een indruk geven en tevens onze grote plannen voor de verfilming in Nepal van Han Suyin's "The Mountain is Young".

Op het moment dat dit nummer verschijnt zal Mr. George Weltner in Europa zijn voor een van zijn regelmatige bezoeken aan het continent. Wij weten, dat hij daar wederom zal ervaren, dat de kracht van de Paramount wereld-organisatie met de jaren zich steeds meer uitbreidt en groter wordt.

WHEREVER IN THIS ISSUE YOU FIND MENTION MADE OF THE PERLBERG-SEATON PRODUCTION UNDER THE TITLE OF "THE MAN IN THE MIDDLE," PLEASE NOTE THAT THIS PICTURE HAS REVERTED TO ITS ORIGINAL TITLE, "THE COUNTERFEIT TRAITOR." WILLIAM HOLDEN IS THE STAR OF THIS VERY EXCITING ESPIONAGE ROMANCE.

INTERNATIONAL PERSONALITIES IN THE PARAMOUNT SCENE



VENICE, Italy - Gail Kubik (above), Pulitzer Prize-winning composer of motion picture music, lectured here on music in films during the recent Film Festival. Among other things he discussed the music he composed for Paramount's "The Desperate Hours" and "Memphis Belle," both of which were shown to illustrate the lecture.

Paramount Music Corporation has published Kubik's "Scenario for Orchestra," a 23-minute symphonic score based on his music for "The Desperate Hours." It is the first time that Paramount Music has published a full orchestral score of symphonic music.



LONDON - Vera Miles is eminently feminine in the London-made Paramount production, "A Touch of Larceny," in which she is co-starred with James Mason and George Sanders.



ROME - Word is current here that Dino De Laurentiis (above) has produced in "Jovanka And the Others" one of the most passionate and realistic human dramas in recent years. It is a Paramount release.



HOLLYWOOD - The 'Daisy Mae' of Paramount's rollicking musical, "Li'l Abner," shows a pair of important personalities from the Philippines the set of the production. She is Leslie Parrish, and her guests are the daughter of the President of the Philippines, Mrs. Linda Garcia Campos and her husband, Fernando.



COPENHAGEN - In Denmark for advance preparations for filming "The Counterfeit Traitor," co-producer George Seaton (r.) is interviewed by Mr.H.Steintahl of Politiken.



PARIS - Shown at his press reception here, Producer Hal Wallis is not illustrating size of the fish that "got away" but is showing something of the box-office scope of his upcoming Elvis Presley musical, "G. I. Jive," which will be in full production early in 1960.



NEW YORK - Dr. Leon J. Warshaw, Medical Officer of Paramount Pictures Corporation, has had his article on "Diuretics for Exertional Dyspnea," which was written for the Journal of the American Medical Association, abstracted in the Sept. 15 issue of Modern Medicine. Dr. Warshaw will also, early next year, be editor and co-author of a book on Heart Disease in the Industrial Field.





HOLLYWOOD - Roger Vadim, Paramount's new director, signed to a multiple-picture contract, shown with his wife, Annette, at Paramount reception welcoming him to the studio.



RICHMOND, Virginia - The gentleman signing a contract in this polaroid snapshot is Mr. Sam Bendheim,Jr. General Manager of Neighborhood Theatre,Inc., which is a circuit of 35 Virginia theatres and 4 drive-ins. The satisfied onlooker is Washington,D.C. branch manager Herbert Gillis.

Locale of our picture is the headquarters of Neighborhood Theatres, and Mr. Bendheim, despite his youthful appearance, is an industry veteran.

The trouble is, for most of us, when we get behind the wheel of a motor-car, five or ten thousand years slip off our shoulders and we are practically back in the Stone Age: no quarter, weakest to the wall, every man for himself.

G.R.H.Nugent



George Sanders drinks a toast as though it may be his last drink on earth in Paramount's "A Touch of Larceny." Filmed in England, this thriller also co-stars Vera Miles and James Mason.

From a Hospital Bed....

An interesting sidelight on the enormous business being registered by the re-release of Samson and Delilah" in the U.S. is provided by Ronald Girard, one of the contract analysts in Ben Shectman's department in Home Office.

From his hospital bed in Brooklyn, where he is a hepatitis patient, Ronald is able to see the entrance to the Paramount Theatre. He was thus able to telephone Ben that he had first-hand information on the massive business the film was doing, because he could see the long lines of people leading up to the Brooklyn Paramount's box-office.

Hurry up and get well, Ronald. Mr. DeMille's mighty film is providing plenty of work!



WINTER PARK, Florida - Point-of-sale philosophy is made practical at the AB-PT convention held here. (See also Page 15). Speaker is producer William Perlberg, whose production, "But Not For Me" is subject of the policy. At left is Sidney M. Markley, originator of the plan. To right of Perlberg is Louis Finske, president of Florida State Theatres. At right, Robert O'Donnell, head of the Interstate Theatre Circuit.

WASHINGTON BRANCH NEWS (Continued from P.18)

Benick's son, Buddy, who just completed high school is awaiting a call for service in the Navy. Al Landgraf, Booker, is strutting around the office smoking a big cigar as he is the proud grandfather of a baby girl - Congrats, Grandpaw. Fourth success.

--Bill Fischer

KANSAS CITY We welcome Lowell Bulpitt who recently joined the Paramount Family as Sales Representative for Southern Missouri and Southern Kansas. Lowell comes to Kansas City from Corpus Christi, Texas.

Recent vacationeers include Billie Mistele who attended the WOMPI convention in Jacksonville, Florida; Tom Gooch who visited Lafayette, Indiana; Ruth Corless toured the Northwest; Irma Woods visited Phoenix; Edith Treadway who went to Denver and Anne O'Toole and Bob Cloughley "vacationing" at home.

Margaret Dawson, Contract Clerk, has a new Mercury but says she hardly gets to drive it because of her 16-year old son.

Inspectress Daisy Zeh became a Great Grandmother on September 21 when a daughter, Kimberly Ann, was born to her grandson and wife.

Division Manager T. W. Bridge visited the Kansas City Branch last week and held an enthusiastic meeting with the salesmen and bookers. Also while here, he presented Tom Gooch, Office-Booking Manager, with his "100%" pin.

-Mary Neff

DENVER Miss Carroll Baker left the Mile High City of Denver after a one day stand publicizing the picture BUT NOT FOR ME. Among Miss Baker's personal appearances were a 'Coke and Cake' party for the Editors of High School and College papers in the area, and a trip to the Holy Ghost Youth Center, which is the major charity project of THE WOMEN OF THE MOTION PICTURE INDUSTRY (WOMPI). Miss Baker was presented a scroll making her an honorary Life Member of WOMPI. Miss Baker was well received by the Press and Radio, which should help us with the grosses on the great comedy - BUT NOT FOR ME.

-Jim Hicketts





SAN FRANCISCO PERSONALITIES

The polaroid camera has been busy here, and we are delighted to have this shot of some of her co-workers honoring Al'er Ruby Silverman. (Forty-one years with Paramount). Ruby is seat at left. Then - Esther Richter, Branch Manager Secretary; Oriette Philpott, Booker's 'Nurse'; Irene Hildebrand, Ledger Clerk; Mirry Gilbert, Mail Clerk. Peeking at back, 'Miky' Shanberger Salesman's Typist. Absent: Cashier Jessie Cole and Ledger Clerk Daisy Kehoe.

AT TOP: Reviewing business prospects to en of the year. Branch Manager Jack Stevenson at desk. Standing, from left: Office Manager Jack Hurley, Head Booker George Carmone and Sales Manager 'Andy' Anderson.

THE DOT THAT GREW TO BE A (PARA) MOUNTAIN

DOT RECORDS, PLUS PARAMOUNT KNOW-HOW, BEGINS INTERNATIONAL SAGA OF DISC-OVERY

Throughout this month of October in Europe a lot of vitally important ground work will be started towards the establishment of Dot Records on an international basis. Mr. Weltner and Mr. Wood will have met and conferred in Rome as well as in several other Continental cities, and the results of their researches will become apparent very shortly.

Knowledgable Paramounteers are already becoming very record-conscious, especially since the obvious affinity between film-showing and music-dispensing is now so apparent.

This Dot Records page is now a fixture in Paramount World, since Dot Records is a division of Paramount Pictures ,and we have a wonderful lot of news to pass along to you.



In his New York office, Mr. Weltner discusses with Dot Records president, Randy Wood, details relating to their European meetings scheduled for Rome and elsewhere during October. These meetings will be of far-reaching consequence in connection with the international importance of Dot, a vital new division of Paramount Pictures Corporation.



Sleeve of Wink Martindale's super-hit Dot Record, "Deck of Cards." It is racing to #1 position in the nation with jet speed.

Significant that card titles figure in important properties for Paramount and Dot. "One-Eyed Jacks" for Paramount; "Deck of Cards" for Dot.



This guy looking at you is none other than Pat Boone, one of the stalwarts of the Dot-Paramount organization.

DOT Doings!

Another Dot Hit you'll be hearing about plenty is Debbie Reynolds' "Ask Me to Go Steady" (b/w "Am I That Easy To Forget?"). Debbie is very much in the limelight right now, making "The Rat Race," with Tony Curtis, for Paramount. .....Wink Martindale, pictured at left, is a Tennessean, a disc jockey on Hollywood's KHJ, married to his high school sweetheart, and the father of three baby girls. He is 25...November 15 through December 15 will be Lawrence Welk Month on Dot Records.....Two of Dot's greatest hits in months have been the album from "The Five Pennies," and the single record, "Battle Hymn of the Republic," from the top selling Dot sound-track album.

Sales expansion program of Dot Records has seen the appointment of six regional directors. Following meetings held by Dot president Randy Wood, Christine Hamilton, vice-president in charge of sales, and Norman Greer, ad and sales promotion head, the following were named:

Irving L. Biegel (northeast), Stanley Kamin (mid-west), Sandy Harbin (central plains),George Istvan (southern), Jeff Colby (eastern seaboard) and Dorothy Vance (west coast). Bill Hogue was assigned as assistant regional director for the west coast area.

Regional directors will work out of Dot's home office in Hollywood, reporting directly to Norman Greer.

The plan of celebrating 'months' dedicated to top Dot Records stars began most effectively with Pat Boone Month last June. It will be followed, as indicated above, by Lawrence Welk Month; and then, next February, 1960, there is to be the observance of Louis Prima-Keely Smith Month. Other upcoming Dot stars will have months dedicated to them later on....The disc programme of Wink Martindale,given over Hollywood's KHJ Radio, is only one of his disc shows. He also hosts Wink Martindale's Dance Party on KHJ Television Saturday evenings. Wink's "Deck of Cards" is mighty close to the 1,000,000-disc mark at the time of our going to press.

Dot® RECORDS INC.
A DIVISION OF
Paramount Pictures

Dot Records Strike The Popular Note!



TOKYO - We retrace a few steps to show you this picture of the press interview in the Imperial Hotel when Jacques Bergerac (co-star of "Thunder In the Sun") was in Japan en route to Hongkong and his subsequent marriage to Dorothy Malone. (See September Para.World). At right we picture Jacques with Paramount General Manager N. Metori in the lobby of the Imperial, with the inviting sign in the background reading "No Tax For the Tourist." Mr. and Mrs. Bergerac are now back home in the United States.



BELOW

CHIBA, Japan - Front of the very attractive and colorful Keisei Rosa Theatre during the highly successful presentation of "The Ten Commandments." This high standard cinema is close to the Railway Station at Chiba, and one of the spectacular billboards placed near the station's ticket office will be found reproduced on Page 8 of this issue.





Even the motor-cycle of the Keisei Rose Theatre played its part in the showmanship campaign by carrying the title of "The Ten Commandments" on both sides and the rear, and travelling everywhere around Chiba.

パ社に相次いで重大な発展

先月号で紹介した通り、パ社は益々巨大に益々成長発展しつつある。多くの新しい発展によつて今やパ社は一個の単なる国際映画会社というには余りにも尨大な存在となつた。本誌では今月もパ社の新しい活動について詳しい報告を行つたが更に今後数ケ月に亘つて同様な紹介を続けてゆくつもりである。

一方パ社の映画製作は多数の大作の製作と新しい企劃の立案によつて強力に進められている。更に全世界に亘つて過去の多数の大作の再封切を行い、「十戒」は多くの新記録を樹立しつつある。

十一月に「十戒」記念号

「十戒」と言えば来月は一九五六年の最初の封切以来第三周年記念日を迎えるので、本誌では十一号の殆んど全頁をあげてこの映画の記念号とする予定である。映画史上最大の映画について輝しいその当時の模様、勝れたショウマンシップの数々の例証、その他この映画にまつわる珍しい出来事等を再び要約してみたいと願つているので、これまでに本誌が見逃している特別の出来事があればこの記念号のために特にお知らせ願い度い。

パリで示されたショウマンシップ

前述の再封切作品として予定するものはパ社史上記録的大作の数々である。これらの映画は再び大きく興収をあげ得る作品ばかりであるが、成功をおさめるためには正しいショウマンシップをもつて、映画ファンの注意を強くひくために全力をあげて斯うした作品と取組まなければならない。此処で引合いに出し度い例は去る八月盛夏の所謂「眠れる週間」にパリのパラマウント劇場で「北西騎馬警官隊」のために行われたショウマンシップである。パリの宣伝、ショウマンシップ部隊はこの映画のために適確な集中宣伝射撃を行つたため、セシル・B・デミルのこの映画は堂々三週間の続映を行つた許りではなく、多くの点で記録破りの興収をあげることが出来たのである。効果的なショウマンシップの精神がこの成功をもたらしたものであり、本誌では諸賢に対しても同様なショウマンシップの精神を発揮されるよう希望し度い。

東洋で注目の二大作品を製作

今後数年間東洋は大きくパ社の注目を集めることになつたが、本号に紹介される特別記事「スージー・ウオングの世界」及びネパールで行われる大規模な「山は若い」の撮影計画によつてその輪郭を摑むことが出来ると思われる。

ウエルトナー氏ヨーロッパ訪問

本誌が発行される頃ジョージ・ウエルトナー氏はヨーロッパ定期訪問の旅についている予定である。この訪問によつて同氏はパ社の全世界の機構が年と共に発展成長を遂げつつあることを発見するであろう。

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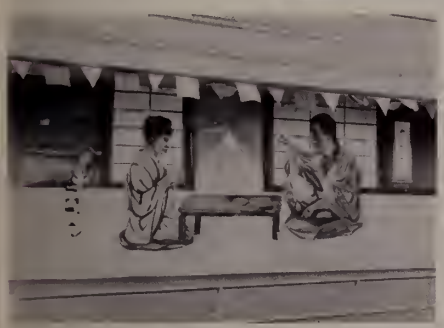


KUALA LUMPUR - This was the fine front of the Cathay Cinema here when "The Geisha Boy" proved once again how popular Jerry Lewis is here. Between the main road and the front of the theatre is a car drive,so that incoming patrons could see the superb poster displays, one of which is shown in close-up below.



One of the two very fine display panels in behalf of "The Geisha Boy" in front of the Cathay Cinema in Kuala Lumpur. This panel can be seen on the right side of the theatre in the view above.

THE FAR EAST AND SHOWMANSHIP SEEM TO BE SYNONYMOUS



Such a thought was most definitely conveyed in a letter from Paramount General Manager Roy McAree to John Ede, General Manager of the Cathay Organisation in praise of the wonderful job of showmanship done by Cathay's cinemas throughout Malaya.

Special praise was given for the wonderful work that Cathay managers put forth in obtaining tax exemptions for school children, Mr. McAree stating - "I believe this is the only territory in the world where we have in all our engagements to date,succeeded in obtaining tax exemption for school children."

Mr. McAree also told of the visit of Paramount's Mr. Leong Chow Kiat to Kota Bharu and Kuantan, and of how impressed he was at the wonderful showmanship seen there. We have carried pictures of the Cathay showmanship in the first of these towns and know whereof Mr. Leong speaks.

All of this praise, of course, refers to "The Ten Commandments" - a precedental event wherever presented.



DJAKARTA, Indonesia - Another big hit in this territory was Jerry Lewis' "The Geisha Boy," which was passed by the censor for all ages, and therefore was a 'natural' for the school vacation period. Picture was released simultaneously in the Grand, Menteng, Globe and Happy Theatres. The picture above shows some of the crowd outside the Globe.



Kubang Kerian, Kota Bharu - No town or village was too modest to receive attention when "The Ten Commandments" played the Odeon at Kota Bharu. This small village of only one row of 15 'shophouses,' had a banner for the great film straddling its one street.

BOMBAY - Through the enterprise of Paramount Manager K.S.Vaidyanathan, in charge of all India, and the cosmetic company of Godrej, there emerged for "The Geisha Boy" one of the most unusual, and effective, campaigns of showmanship.



A most willing participant in this campaign was the very lovely Indian film star, Miss Jabeen, who is shown above and at the right, and who not only appeared on the stage of the Regal Theatre in Japanese costume, but also greeted the massed audience about to see "The Geisha Boy," in fluent Japanese. Later she awarded a series of prizes to the winners of a slogan contest for Godrej's toilet powder.Seated at right of the star are Mr. Vaidyanathan, and Mr.Sahukar, of Godrej. In the scene at top of the page, where Miss Jabeen is addressing the Regal audience in Japanese, those in the background, reading from left, are: Mr. Maneck Sidhwa, Managing Director of the Regal; Mr. Vaidyanathan, Paramount Manager in India;Mr. Sahukar of Godrej; film star Miss Jabeen; Mr. Dholakia and Mr.B.K.Karanjia, both of Godrej.

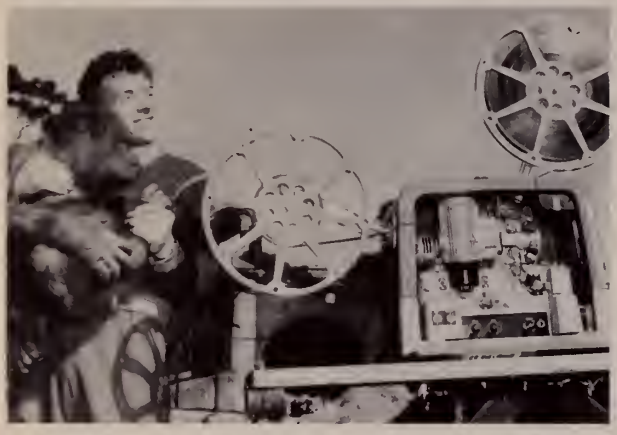


DJAKARTA, Indonesia - When "Vertigo" was released here, it played simultaneously in the Menteng (12 days), Globe (12 days) and Happy (5 days). Above is a picture of the exterior of the Menteng, with the film's title and the Paramount Trade Mark towering over the crowds. General Manager Cornelius Vlug reported that "The results at the three box-offices were excellent."

NEXT MONTH we will publish one of the most unusual picnic pictures we have ever had in our columns. It comes from Japan, and we are sure it will interest all of you very much.



SYDNEY - Paramount Publicity Director Jim Williams got plenty of publicity attention for "Tarzan's Greatest Adventure" when he arranged for popular TV star Desmond Tester to be seen publicly with Les, one of Taronga Park Zoo's best-liked Chimps. Above, cameraman from television's Channel 9 photograph's the simian's interest in publicity for the adventure film. The TV footage was also telecast over Melbourne's Channel 7 the following day.



Des also shows Les the intricacies of a film projector at the Zoo. During showing of the film, Les pointed out to Des some of the simians in the actual African action who might very well be relatives.

Showmanship campaign was of great assistance to engagements of "Tarzan's Greatest Adventure" at the Capitol, Sydney; State, Melbourne; and Strand, Newcastle.



SYDNEY - Channel 7 stars, Ray Taylor (right) and Enzo Toppano, question Japanese geisha dancer Fumiko concerning the authenticity of detail of the Jerry Lewis comedy, "The Geisha Boy," at that time being shown at the Prince Edward, and throughout the suburbs. This important interlude was part of a two-hour, Japanese-theme, TV show.



SYDNEY - Managing Director Robert L. Graham being interviewed by the daily press at Sydney Airport following his return from New York and Hollywood. His report was definitely upbeat on the film situation generally.

PEOPLE AND SHOWMANSHIP IN AUSTRALIA AND NEW ZEALAND



SYDNEY - Group at Kingsford Smith International Airport to welcome Managing Director Robert L.Graham (third from left) back from combined business-vacation trip to the U.S. From l. to r.: Roy Barmby (Greater Union Theatres), Secretary-Treasurer J.A. Sixsmith, Mr. Graham, Mel Lawton (Gen. Mgr. Prince Edward Theatre), General Sales Manager George M. Nacard, N.S.W.Branch Manager Charles Hale, Advertising and Publicity Manager Jim Williams, Rick Angel, Manager of Customs and Film Censorship.

SYDNEY - Television was accented in Publicity Manager Jim Williams' campaign for "The Geisha Boy" at the Prince Edward Theatre. Williams favored a 'live show' treatment rather than film clips and had superb support from TV Stations ATN-7 and TCN-9.



SYDNEY - Two hostesses from the celebrated Sukiyaki Room pose with TCN-9 compere Joe McCormick and a part of his cast behind a poster dealing with "The Geisha Boy." The Jerry Lewis picture was featured in two consecutive McCormick television shows.

Among the many prizes offered to contestants on the McCormick TV show were dinners at the Sukiyaki Room, where of course there was further pictorial and showmanship evidence of the popularity of the Jerry Lewis film.



LONDON - Superb display for both book and film versions of "Last Train For Gun Hill" in Waterloo Station, one of the busiest railroad depots in the world.



SHOWMANSHIP IS THE BEST FRIEND ANY THEATRE HAS

GENOA - A fine showmanship wrinkle was displayed by the Universale Cinema here when the forthright management presented "The Week of Paramount's Big Pictures." One major banner carried all seven titles, and each day the previous day's attraction was 'ticked off.' In this way the populace learned what it had missed, and what was still in store.

For your information, the seven pictures, in clockwise listing from the lower left, were:

"The Big Clock," "Gunfight at the O.K.Corral," "Union Station," "Story of Dr. Wassell," "Three Violent People," "For Whom the Bell Tolls,""The Stooge."



CAIRO - This is Tity's Dress Shop for Children, and during the engagement of "Rock-A-Bye Baby" at the Cinema Radio they offered a free dress for a baby at every showing of the Jerry Lewis comedy. This offer stood for the entire two weeks that the picture ran. (See below).



SAN SALVADOR, El Salvador - One of the more than 30 signposts erected in and around this Central American city in connection with the highly successful presentation of "The Ten Commandments" at the Paris Theatre.

Paramount Central American Manager Mario Ghio reports that wherever one turns in San Salvador he is confronted with showmanship in one form or another for "The Ten Commandments."

The DeMille production already has passed its 13th week at the Paris.



NEW YORK - Two of the industry's top exponents of showmanship at the eminently successful meeting held in connection with the launching of "Samson and Delilah." Left is Jerome Pickman, vice-president of Paramount Film Distribution Co., in charge of Paramount advertising, publicity and showmanship. With him is Ernest Emmerling, Loew Theatres advertising manager.



This is the sign in the lobby of the Cinema Radio which tied in with the offer. It reads: "Please keep your ticket; don't throw it away. You may win a beautiful dress for your baby."

The Radio gave four shows daily and gave away, on behalf of Tity's Dress Show, a total of 56 baby dresses.

(All winners were required to be infants).



LEFT

MANILA, Philippines Republic - One phase of a city-wide showmanship campaign on "Tarzan's Greatest Adventure" was this appearance of a Filipino 'Tarzan' at the Manila Zoo, always a very crowded place on Saturday afternoon.



BEIRUT, Lebanon - The renowned record store known as His Master's Voice really got on the showmanship bandwagon for Nat 'King' Cole's records when "St. Louis Blues" was released locally.

There are some things one can only achieve by a deliberate leap in the opposite direction. One has to go abroad in order to find the home one has lost.
Franz Kafka



LISBON - Lobby of the Cinema Condes, decorated for "The Plainsman," with a special tribute to the producer of the film -- Cecil B. DeMille.



KANSAS CITY - Lovely Carroll Baker is met at the local airport by Harold Lyon, manager of the Paramount Theatre, as she arrives in Kansas City for a whirlwind series of press interviews in the interests of "But Not For Me," in which she co-stars with Clark Gable and Lilli Palmer.

EVENTOS PARAMOUNT, DE VITAL IMPORTÂNCIA, SUCEDEM-SE EM RÁPIDA SEQUÊNCIA. OUTRAS NOTAS

*****

Como os leitores notaram, na nossa passada edição, o mundo Paramount é como o antigo reino português, onde não se punha o sol; e ainda continúa crescendo. Muitas coisas vêm sucedendo nêsse mundo, e na verdade a nossa companhia se vai fazendo mais e mais internacional. Nêste número publicamos mais alguns detalhes das atividades da nossa firma no exterior -- e outros fatos se reservam para edições futuras, quando os mesmos se consumarem.

Enquanto isso, os nossos Estúdios não descansam: continúam produzindo grandes fitas, como de costume. Os mercados estrangeiros continuam exibindo filmes da temporada passada e se preparam para o lançamento dos novos. É de relevo também que filmes de há 3 anos, como é o majestoso "Os Dez Mandamentos", prosseguem na sua marcha vitoriosa.



"Which Russell Ward am I in love with?" sighs Eleanor Brown (Carroll Baker) ---"The Russell Ward of twenty years ago? or the Russell Ward who still thinks that he is what he was twenty years ago?" Scene is one of the host of cute moments in "BUT NOT FOR ME," the Perlberg-Seaton production in which Clark Gable and Lilli Palmer also co-star.

E, por falar em "Os Dez Mandamentos", pensamos dedicar quase tôda a nossa edição de Novembro ao êxito e história dêste filme, lançado em 1956, e que marca assim 3 anos de continuado sucesso. E já nêste número esperamos recapitular seus maiores momentos, sem nos olvidar do excelente "showmanship" pôsto em prática para o bom êxito da maior produção de quantas produziu a sétima arte. Portanto, caso os leitores disponham de algum fato referente aos triunfos obtidos pela "super" demilliana, que não tenha sido mancionado, será um favor se nôlo remeterem em tempo para essa edição.

Mencionamos acima a exibição de fitas da temporada passada -- e podemos adintar, também, as reprises, o que constitue um tributo bem merecido aos quase "clássicos" da grande produção Paramount de há anos atrás. Essas fitas -- que marcaram épocas ao serem estreiadas -- são ainda, como os apurados, em reprise, o demonstram, capazes de produzir grandes lucros. Mas, é preciso frisar, o "showmanship", tão necessário no lançamento dos novos filmes, constante se torna o seu imperativo no lançamento das reprises. Temos em mente, aqui, o que foi realizado em Paris para a reprise de "Legião dos Heróis", trazida a público durante o mês de Agosto, de tão pequeno movimento teatral. Mas a "barragem" de "showmanship" foi tal e tão remunerador os seus efeitos, que a bela produçao de DeMille ficou no cartaz durante 3 semanas completas, fazendo esplêndidas rendas. Por aí se vê o quanto vale a boa publicidade, fato que o leitor não deve jamais perder de vista.

O Oriente vai ser um ponto de grande atenção, por parte da Paramount, em futuro próximo. Disso terão u'a amostra na notícia especial estampada nêste número, a saber, "The Search For Suzie Wong", e também dos avantajados planos a respeito da filmaçao em Nepal do belo livro de Han Suyin - "The Mountain Is Young".

Mr. George Weltner está de visita à Europa em uma de suas viagens anuais ao mundo da Paramount daquelas paragens. Bem sabemos que irá agora verificar mais uma vez a firmeza e fama a que a Paramount faz jus e que tem sabido fortalecer com a solidez e importância do seu produto.

An Interesting Risk!

We give you this story and ask you to write your own moral.

CONCEPCION, Chile: In mid-August, Senor Juan Akel, Paramount's cinema client here, won Ps.100,000,000 (approximately US$100,000) in the local lottery. He was then playing "The Ten Commandments" in its second engagement in his Astor Theatre.

For seven years, Mr. Akel has been playing the same number, but the only major prize he has won was this one during the playing of "The Ten Commandments." His good fortune is all to the good of the film industry, for Mr. Akel is presently building a magnificent new cinema, and this heavenly-bestowed income will enable him to finish the project sooner, and on a more munificent scale.



LISBON, Portugal - Striking front-of-house showmanship by the management of Cinema Condes for Cecil B. DeMille's production of "The Plainsman."



KINGSTON, Jamaica - When it comes to impressive theatre fronts, this gleaming facade of the Carib Theatre here would indeed be hard to top. The Carib was showing "The Ten Commandments" to record-shattering business at the time of our photo.

LATIN AMERICAN SCENE IS PARAMOUNT-PLUS



SANTIAGO, Chile -- This 24-sheet poster for "Houseboat" is on the front of the Rex Theatre high above Bernardo O'Higgins Avenue. It attracted plenty of attention to the theatre, and plenty of patrons to the box office.

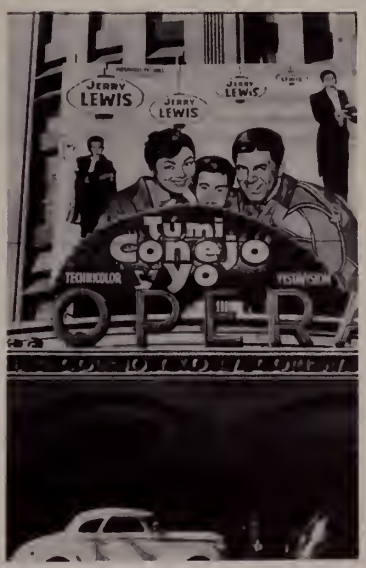


HOLLYWOOD -The eminent Chilean publication Ecran recently held a contest and sent the two winners here. They were Miss Eliana Bernasconi and Mr. Nicolas Vega.With them in white is Stella Stevens of "Li'l Abner." At left is Miguel de Zarraga,Hollywood correspondent for Ecran. (Another picture on Page 11).

SAN SALVADOR, El Salvador - The Paris Theatre here reached its 12th week with "The Ten Commandments" in mid-September. (The average good release here does 5 days, and "Around the World in 80 Days" did 3 weeks). Much of the success is due to the extremely powerful penetration campaign engineered by Paramount's representative in El Salvador, Richard Nathan,assisted by Paramount's agent, Sr. Manuel Vieytez.

The showmanship shown above is most appropriate, for the construction in the background represents progress on the new cathedral,located between the Palace and the main postoffice, the most travelled thoroughfare in the city.





BOGOTA, Colombia - Important session on the upcoming release of "The Ten Commandments" is held by Latin-American Division Manager Henry B. Gordon with seven top newspapermen of this city. Mr. Gordon is 4th from the right; third from left is Mr. Mario Uribe, manager of Cine Colombia,S.A.; and to his right is Paramount Manager Andrés Sanz.

BUENOS AIRES - There was no doubt about Jerry Lewis being the star of "The Geisha Boy" when this comedy opened at the Opera Theatre here early last month. But the Opera was not the only point of release: the comedy opened simultaneously at five (5) other first-class cinemas and, according to Managing Director Hugo Stramer, did tremendous business in all six houses.



Our opinion of people depends less upon what we see in them, than upon what they make us see in ourselves.
Sarah Grand

ALLA PARAMOUNT AVVENIMENTI DI VITALE IMPORTANZA SI SUSSEGUONO SENZA SOSTE

Come avrete notato nel numero dello scorso mese, il mondo della Paramount è un mondo grande e in pieno sviluppo. Molte cose stanno accadendo e noi siamo diventati molto più che una Società Cinematografica Internazionale.

In questo numero pubblichiamo altri dettagli sulle attività della Società e prevediamo di fare altrettanto nei prossimi mesi. Naturalmente nel frattempo continuiamo a produrre molti grossi films ed a prepararne altri.

Oltre che rieditare in tutto il mondo i nostri grandi films del passato, con il rio dell'inizio delle sue programmazioni, ciò che avvenne nel 1956. In questo numero, speriamo di poter ricapitolare i grandi momenti e i grandi esempi di un insolito avvenimento connesso con questo che è il più grandedi tutti i films finora realizzati. Se c'è quindi qualche speciale evento che ci è sfuggito nei numeri precedenti, Vi preghiamo di ricordarcelo per inserirlo nel numero dell'anniversario.

Più sopra abbiamo parlato delle riedizioni e questo si riferiva alle più grosse produzioni realizzate nel passato. Sono questi dei films con enormi possibilità d'incassi a patto che vengano presentati con una campagna pubblicitaria eccezionale con il particolare intento di portarli alla attenzione del pubblico di tutto il mondo.

Abbiamo qui l'esempio pratico di ciò che è stato fatto con GIUBBE ROSSE al Cinema Paramount di Parigi, durante la tradizionale settimana "morta", nello scorso mese di Agosto. La Direzione della Pubblicità Europea di Parigi dedicò a questo un tale sforzo che il film di Cecil B. De Mille non solo fu programmato per ben tre settimane, ma raggiunse una cifra d'incassi che costituì un record da più di un punto di vista.

Ciò rappresenta un particolare insegnamento nel campo della pubblicità e speriamo che esso venga pienamente apprezzato da tutti Voi.

L'Oriente riceverà una particolare attenzione da parte della Paramount nei prossimi anni. Ve ne darà un'idea il nostro articolo di fondo "The Search for Suzie Wong" oltre che i grandi progetti in piena sviluppo per le riprese nel Nepal del film THE MOUNTAIN IS YOUNG di Han Suyin.

George Weltner si troverà in Europa per una delle sue visite periodiche, proprio quando questo numero del Paramount World sarà pubblicato. Siamo certi che egli riscontrerà ancora una volta che la forza dell'organizzazione mondiale della Paramount continua a costruire e svilupparsi nel corso degli anni.



GENOA - The Universale Cinema inaugurated its 1959/60 season in rip-roaring fashion with Paramount's "The Trap," giving the theatre's lobby a thoroughly showmanlike dressing.



GENOA - Special card for window display purposes used in many shops in connection with the successful presentation of "The Trap" at Universale Theatre.

A new TV show will feature a lady detective. The title? "Private Eyeful".
Caskie Stinnett



BARI - Italy has given a particularly fine re-release to one of the greatest Paramount pictures ever made - George Stevens' production of "A Place In the Sun," based on Theodore Dreiser's celebrated novel, "An American Tragedy." Here are two fine window displays in Bari in which both the book and the film are linked in top showmanship fashion.

At left is the Librerie D'Ecclessie; right, the Librerie Adriatice.



MILAN - The always-interesting and attractive front of the Lux Cinema here, with a most compelling advertisement for "Houseboat."

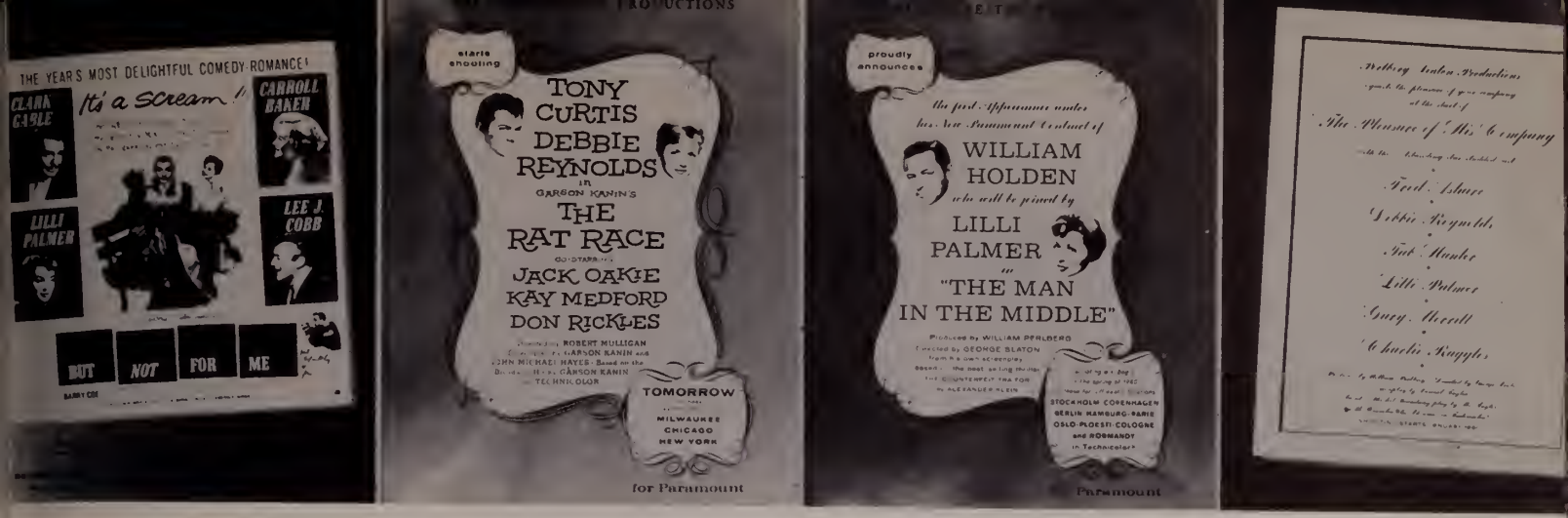
Advice from Rome is that "'Houseboat" is doing phenomenal business all throughout Italy."



RIGHT

MILAN - Window of the famous music company of Ricordi, with music from "Houseboat" the sole item of display.

DIECI COMANDAMENTI continuiamo a costituirne ed a superare i record degli incassi. A proposito dei DIECI COMANDAMENTI, abbiamo deciso di dedicare il nostro prossimo numero (quello di Novembre) interamente a questo film, dato che ricorrerà il terzo anniversa



AROUND THE WORLD WITH PERLBERG & SEATON

These four pages represent the latest tradepaper announcement in connection with the Perlberg-Seaton plans. (Since they were in color, they have suffered in reproduction). In sequence the pages cover "But Not For Me" (a current topping success in New York), "The Rat Race" (currently being filmed in New York and Hollywood), "The Man In the Middle" (being readied in Europe), and "The Pleasure of His Company" (to start filming in January).

Being a page of personalities, events and projected plans in the lives of a couple of picture guys whose avowed purpose to make films for the world's entertainment is becoming more powerfully implemented every day.

At the time of our going to press, New York sequences of "The Rat Race" had been completed. Issue #8 of the Perlberg-Seaton publication,"The Chronicle" tells the story of the rip-rousing interest and excitement these several days of location filming aroused. One of these days also saw the memorable appearance of Debbie Reynolds on the Jack Paar TV show, an experience which many of the television columnists believe will live long in television history. And of course the capable young star gave great and effective plugs not only to "The Rat Race," but also to the Perlberg & Seaton production of "But Not For Me." This Clark Gable-Carroll Baker-Lilli Palmer- Lee J. Cobb comedy has been magnificently praised by the Federation of Motion Picture Councils,Inc., which says of it: "BUT NOT FOR ME is a convulsingly funny picture in the tradition of great motion picture comedy, with sly wit and barbed thrusts expertly delivered against a background of wonderful situation farce."



Unless our imagination is fooling us, we can hear Lilli Palmer saying as she tugs at Clark Gable's coattails - "Forget that sort of thing, Clark, and come and read the reviews on 'But Not For Me'. They're much more exciting - and besides, you might step on Carroll Baker's bare toes."

BUT NOT FOR ME is at New York's Capitol Theatre right now, and the capacity audiences love it.

Elsewhere in this issue we report on the presence of William Perlberg at the merchandising conference of the AB-PT Theatre organization at Winter Park, Florida. Major achievement at this meeting was the presentation of the Markley Plan, which this fall is built around "But Not For Me."

In issue #3 of the Perlberg-Seaton publication, The Chronicle, Bill really goes to town in praise of the plan. He points out, for instance, that "...on a recent picture, one circuit, using the Markley Plan, out-grossed by 23% all others across the nation in comparable situations. That was the southern comfort the Markley Plan boys ladled out to us, and it's heady.....If the south can do it, why not other points of the compass?"



RIGHT

This automobile radio-telephone gag in "But Not For Me" is bound to be one of the most quoted gags in recent films. We like the picture too much to give the gag away here.

To be seventy years young is sometimes far more cheerful and hopeful than to be forty years old.
Oliver Wendell Holmes



COPENHAGEN - Among the many fine windows secured as part of the showmanship campaign for "The Black Orchid" was this one in the store of Winson Modes on Vester Farimagsgade.

Sign in a Washington gift shop: "For the man who has everything; a calendar to remind him when the payments are due."
Harold Helfer

HOLLYWOOD - Dean Martin as the harrassed producer in "Career" says to his wife (played by Shirley MacLaine" - "Honey, this play had better be better than these rehearsals --- we're down to your second last ermine!"





COPENHAGEN - When William Perlberg and George Seaton were here in connection with the filming of their forthcoming production, "The Counterfeit Traitor," they received tremendous assistance from Paramount Manager John Aarshoj and his staff. Shown above are, from left, Mr. Seaton, Mr. Aarshoj, Mr. Perlberg, and Mrs. N. Andersen, in charge of Paramount's publicity department in Denmark.

DEN ENA VIKTIGA PARAMOUNTHÄNDELSEN EFTER DEN ANDRA I SNABB TAKT.....

Paramounts värld är en stor och växande värld, det intrycket fick ni nog vid genomläsningen av vårt senaste nummer. Saker och ting händer som gör att vi är på väg att bli något mer än ett internationellt filmbolag. Det här numret berättar än mer om vårt bolags göranden och låtanden och vi ha för avsikt att återkomma också i följande nummer.

Under tiden fortsätter vi naturligtvis att göra många nya stora filmer och att planera för framtiden. Vi fortsätter att släppa ut över hela världen många av våra äldre filmer av stort format och vi fortsätter att sätta nya rekord med DE TIO BUDORDEN.

På tal om DE TIO BUDORDEN ha vi för avsikt att ägna nästa månads nummer uteslutande åt denna film av den orsaken att det då är tre år sedan urpremiären, som skedde i november 1956. Vi hoppas kunna ge en återblick över "de stora ögonblicken" i filmens treåriga tillvaro, av förnämliga exempel på säljande exploatering, av händelser av mera ovanligt slag, allt förknippat med denna den största av alla filmer. Om ni således har i minnet någon speciell upplevelse eller händelse som tidigare kanske undgått redaktionell uppmärksamhet, så skriv några rader och påminn oss för ifrågavarande specialnummer.

Vi berörde här ovan återutsläppen av storfilmer av äldre årgångar, speciellt då sådana som går under rubriken "Paramounts genom tiderna största". Det är filmer som fortfarande besitter en enorm publikdragande kraft med åtföljande goda kassaresultat - förutsättningen är dock att reklamen blir av det slag som förmår väcka uppmärksamhet, intresse och förväntan hos biopubliken. Ett slående exempel på sådan reklam och vad som verkligen kan göras i den vägen kan nämnas från Paris, där HJÄLTESKVADRONEN gick upp på Paramount-Teatern under en vanligen "slö" augustivecka. Continental's publicitets- och reklamavdelningar förstod att så verkningsfullt slå på stora trumman att filmen gick inte bara tre hela veckor utan också inhöstade kassor som ur flera synpunkter måste betraktas som rekord. Man var reklammedveten nog att tillvarata alla möjligheter, en egenskap som vi hoppas meddelar sig även till er.

Orienten kommer att befinna sig i blickpunkten för Paramounts intresse under de närmaste åren genom filmer som THE SEARCH FOR SUSIE WONG och THE MOUNTAIN IS YOUNG, för vilken senare inspelningsplanerna just nu som bäst dryftas.

Vid tidpunkten för detta nummers distribution kommer Mr. George Weltner att befinna sig i Europa på ett av sina regelbundna besök. Vi vet, att han även nu kommer att kunna konstatera att världsorganisationen Paramount vilar på solid grund och att den växer sig starkare år från år.



LONDON - George Sanders and Vera Miles here are being briefed in a bit of espionage business for Paramount's "A Touch of Larceny" by director Ivan Foxwell.

Praise for "Career"

Film Daily summed the Hal Wallis starrer up with this succinct summary:

WARM AND MOVING DRAMA SET AGAINST A SHOW BUSINESS BACKGROUND. OUTSTANDING CAST. ALL THE INGREDIENTS TO MAKE IT A BOX OFFICE HIT.

And the highlights of the Motion Picture Daily critical summation were:

"CAREER" IS A STRONG DRAMA THAT IS ABUNDANT WITH SOME FASCINATING CHARACTERS AND TENSE EMOTIONAL SCENES...HAS THREE OF THE MOST TALENTED YOUNG ACTORS AROUND TODAY - ANTHONY FRANCIOSA, SHIRLEY MacLAINE AND CAROLYN JONES. THE ALREADY FIRMLY ESTABLISHED DEAN MARTIN ALSO HAS A TOP PART, AND A NEWCOMER NAMED JOAN BLACKMAN HOLDS HER OWN IN THIS FAST COMPANY.

Hong Kong Times 7 AUG 1956

派拉蒙製片人雷史德
定期本港物色
蘇絲黃女主角

【本報訊】派拉蒙公司最近不惜重資，購買攝製小說「蘇絲的世界」版權，將之搬上銀幕，據派拉蒙駐遠東代表雷史德昨對記者稱：該片製片人雷史德，將于本月十四日與該片編劇人詹柏列乘機來港，物色該片中國女主角，現女主角人選年齡約在二十歲左右，身高約五呎四吋，外貌美麗，性格開朗，最好有演戲經驗，但非必需，有意担任該片女主角者，請與雷史德先生或派拉蒙公司香港地址在荷里活行三樓）。

雷柏列在好萊塢最有名編劇家，過去作品有「生花巷」及「中秋月未圓」等，與雷史德作一週逗留，本月二十二日即返美國。

This is one of the many stories in the Hongkong press announcing the important search for "Suzie Wong" and the impending arrival of production executives from Hollywood.



Close-up of the principals connected with the making of "The World of Suzie Wong." Ray Stark, producer, is in centre. At right is script-writer John Patrick. At left is the eminent newspaperman and author, Quentin Reynolds, who is reporting the search for the actress, and will later write the biography of the successful aspirant for the role of "Suzie Wong."

THE WORLD-WIDE SEARCH FOR THE GIRL TO PLAY "S U Z I E W O N G"



AT KAI TAK AIRPORT, HONGKONG. The travellers and the welcoming group. L to r.; Quentin Reynolds, Miss Ting Hao, actress from the Loke Wan Tho organisation; Ray Stark; Doven Chow of Shaw's Organization; Robert Chung of Loke's Hongkong organisation; John Patrick; Raymond Chow, Shaw public relations official; and Paramount Manager H. S. Moh.

The deep desire to find the absolutely right performer for the role of 'Suzie Wong' in Paramount's production of "The World of Suzie Wong" precipitated a 17,000-mile talent and location search on the part of producer Ray Stark.

Mr. Stark is now back in Hollywood preparing to roll the film in Hongkong, beginning next January. But the talent search, in which he was accompanied by Pulitzer Prize-winner John Patrick, who will do the screenplay, took him to Honolulu, Tokyo, Hongkong and Manila in his hunt for Oriental beauties for roles in the film and for location sites

Fine praise for their cooperation was given by Mr. Stark to Paramounteers H.S. Moh of Hongkong, N.Metori of Tokyo, A.S.Velasquez of Manila; and to Herman and L.P.Rosen of Honolulu, and their respective staffs.

Stark tested six exotic beauties - three in Hongkong, three in Tokyo and one in Manila. These are now under consideration by Paramount executives.

With Stark and Patrick was writer Quentin Reynolds.

"S. W."



TOKYO - This was the scene in the Imperial Hotel while the Japanese press representatives were being briefed on the search for "Suzie." Messrs Reynolds, Stark and Patrick are seated in the background, Paramount General Manager N. Metori (in light suit) is standing in background. Translator is reading an account of the search in Japanese.



On the set of "Girl Thief" in the Loke Organisation's studio. Picture in production stars Miss Lin Dai, the most popular actress. From left: Quentin Reynolds; Mr. T.L.Wong, director of the film; Mr. Robert Chung; Miss Lin Dai, Mr. Lai Tsun, Mr. Patrick and Mr. Stark.



Three of the young Japanese ladies who were given screen tests by Mr. Stark and his party.

"SUZIE WONG" Will be in Production Soon!



HOLLYWOOD - Dean Martin, who's supposed to be aces with a putter, find he's merely a golf novice when pitted against the putting of Carolyn Jones. Proof of this came about during a 'game' between takes of Hal Wallis' "Career."

Sign on a bank official's desk: "In this office the word NO is a complete sentence."
United Mine Workers Journal



COLOGNE, Germany - The presentation of Alfred Hitchcock's "Vertigo" at the Burg-Theater was a sure sign that there would be queues of patrons in front of the cinema for all screenings.

A great memory does not make a mind, any more than a dictionary is a piece of literature.
John Henry Newman

WICHTIGE PARAMOUNT - EREIGNISSE AM LAUFENDEN BAND

* * * * * * * * * * * * * * * * * * * *

Wie Sie schon aus der letzten Ausgabe ersehen haben, ist das weltweite Tätigkeitsfeld der Paramount ständig im Wachsen begriffen. Es gibt viele Neuigkeiten und wir sind inzwischen zu einem Begriff geworden, der mehr bedeutet als nur eine internationale Filmgesellschaft. In diesem Monat veröffentlichen wir weitere Ereignisse aus unserer Tätigkeit, und wir werden solche Berichte auch in den kommenden Monaten bringen.

Selbstverständlich produzieren wir laufend eine Vielzahl grosser Filme und planen solche bedeutenden Werke auch für die Zukunft. Wir setzen daneben das Wiederaufführungsprogramm unserer grossen Filme in der ganzen Welt laufend fort. Unser Film DIE ZEHN GEBOTE stellt nach wie vor neue Rekorde am laufenden Band auf.

Da wir gerade von dem Film DIE ZEHN GEBOTE sprechen - wir beabsichtigen unsere nächste Ausgabe (November) fast ausschliesslich diesen Film zu widmen, da DIE ZEHN GEBOTE im



DENVER, Colorado - Arriving in Denver for showmanship promotion of Perlberg-Seaton's "But Not For Me," Carroll Baker is met at Stapleton Airport by Mrs. Vera L. Cockrill, owner of the celebrated Denham Theatre, and Joseph Shoemaker, executive assistant to Mayor Richard Batterton of Denver. Miss Baker (who is co-star of the film with Clark Gable and Lilli Palmer), was presented with a "Denver Dollar" in honor of her visit to the Mile High City.

November genau 3 Jahre seit der Uraufführung 1956 im Einsatz sind. Wir werden in dieser Ausgabe an die grossen Erlebnisse, die grossen Beispiele unserer Werbearbeit erinnern, an die ungewöhnlichen Ereignisse, die mit diesem grössten aller Filme verbunden sind. Wenn es eine besondere Begebenheit gibt, die unserer Aufmerksamkeit in der vergangenen Zeit entgangen ist, bitte erinnern Sie uns daran, da wir in der Jubiläumsausgabe gerne darüber berichten möchten.

Im zweiten Absatz erwähnten wir unsere Wiederaufführungen. Wir taten das mit besonderem Bezug auf unser Wiederaufführungsprogramm für unsere grössten und besten Filme. Diese alle sind Produktionen mit einem ausserordentlichen Geschäftswert - allerdings nur, wenn sie in echter Schaumanns - Manier gehandhabt werden, wenn sie mit allen zur Verfügung stehenden Mitteln der Aufmerksamkeit



Fess Parker and Nicole Maurey face a tough spot as armed marauders seek to break in on the happiness they have fought so hard for in "The Jayhawkers." Fess knows that a six-gun is the only argument the invaders will heed.

des Kinopublikums nahegebracht werden. Wir möchten hier an das Beispiel unseres Films DIE SCHARLACHROTEN REITER erinnern, der während der sogenannten "stillen Woche" im Paramount - Theater in Paris anlief. Unsere Europa - Pressezentrale in Paris verhalf diesem Film zu einer derartigen Resonnanz, dass diese Cecil B. DeMille Produktion nicht nur 3 volle Wochen lief, sondern auch einen Geschäftserfolg brachte, den man von mehreren Gesichtspunkten aus als rekordbrechend betrachten kann. Wir hoffen, dass diese Schaumanns - Koral auch in Ihrem Gebiet ihren Abglanz findet.

Der Orient wird Schauplatz und Thema mehrerer Paramount Filme der nächsten Jahre sein. Sie werden das bemerken, wenn Sie unseren Sonderbericht über DIE SUCHE NACH SUZIE WONG lesen, sowie von Fortgang unserer grossen Pläne für die Verfilmung von Han Suyin's THE MOUNTAIN IS YOUNG in Nepal.

Zur Zeit der Veröffentlichung dieser Ausgabe wird Mr. George Weltner in Europa sein, zu einem seiner regulären kontinentalen Besuche. Wir wissen, dass er sich erneut von der wachsenden und sich festigenden Stärke der weltweiten Paramount - Organisation überzeugen kann.



HOLLYWOOD - Harry Landman (right) of Radio Station 3AB of Melbourne, Australia, meets Peter Palmer (Li'l Abner, himself) on the studio set of "Li'l Abner".

THIS GUY NAMED COOPER

The deeper we get into the international release of Paramount's All-Time-Greatest Productions, the more outstanding becomes the name of Gary Cooper. Thus it becomes eminently fitting to retrace the past and view what manner of man is this Cooper who so bestrides the Paramount scene like a Colossus.



This was the Gary of the early, multi-gardened Paramount Studio. This was during the making of "Lives of a Bengal Lancer."

The stills of Gary Cooper shown on this page are from the fine collection of Cooperiana included in what is called:

A TREASURE PACKAGE OF GARY COOPER PUBLICITY MATERIAL FOR USE IN THE "UNCONQUERED" ALL-TIME-GREATEST RELEASE CAMPAIGN.







LEFT

When Gary Cooper and Sandra Shaw (New York society girl Veronica Balfe) met and married, all Hollywood was surprised. Here they are shown honeymooning on Cooper's Montana ranch, with a friendly horse not too far away - since the couple share the love of riding.

The 'earth-shaking' love scene of "For Whom the Bell Tolls," most-talked-of-love-scene in Gary's entire career. Sam Wood is directing Gary with Ingrid Bergman.

LEFT

Gary with Miss Shirley Temple at the time in 1934 when they both were stars with Carole Lombard in "Now and Forever."





In the studio still book assigned to Gary Cooper, this one of Number 7, which should tell you that it goes way, way back to the very beginning of his Paramount career. In these days Gary and horses were inseparable.



Yet not too many years later - as film careers go, that is - Gary had mastered the romantic art to the extent of playing a lover to Frances Dee in "Souls at Sea." Horses, for the time being at least, were forgotten.

LEFT

Always deadly serious about his screen roles, Gary read all about "A Farewell To Arms" in advance of making the picture with Helen Hayes and Adolphe Menjou in 1932.

PARAMOUNT'S ALL-TIME-GREATEST CAMPAIGN MAKING STEADY PROGRESS



TEL-AVIV, Israel - The high popularity of Gary Cooper made "The Lives of a Bengal Lancer" an ideal subject for a series of window displays. Above is one of many, and of course the spectacular picture did spectacular business at the Ophir Cinema.

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WHY I MADE 'THE PLAINSMAN'

Cecil De Mille reveals the story of the man who lived by the law as he saw it

Adolph Zukor, a 'founding father' of the U.S. film industry



We publish this page from the Malay Mail of Singapore as a reminder of the excellence of the idea of the Cecil B.DeMille Festival Week.

This Festival Week was celebrated at the Cathay Theatre on the basis of one DeMille production each day; and then at a later date, in other theatres of the Cathay Circuit, each of the pictures played for longer engagements, in some instances as much as a week.

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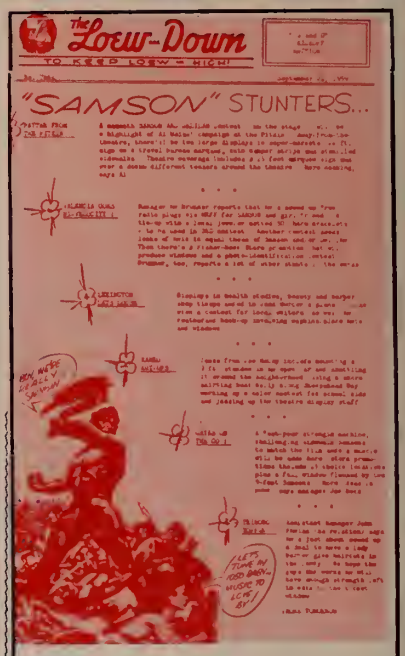


EL SAHAFFA 18/8/59

This is a Lebanese advertisement in a Beirut newspaper for "The Island of Lost Souls," re-released in that city with conspicuous success.

We have also received from Ladislav Koch, Manager in Israel, some particularly colorful publicity on "A Place In the Sun," with emphasis on Elizabeth Taylor's great role in that timeless film.

The picture has just been re-released in Israel with outstanding success.



Loewdown is All "Samson"

For the first time since the publication's inception, an entire edition of Loewdown, Loew's Theatres' daily company publication, has been devoted entirely to one picture. The film is "Samson and Delilah," already being presented in more than 100 top theatres in the New York metropolitan area, including more than fifty Loew houses, to truly smash business.

Prizes are being awarded to Loew managers and assistant managers for the best showmanship campaigns.

Pictures above is the cover of this unprecedented issue of Loewdown.



In Israel, three of the All-Time-Greatest productions are advertised with these effective displays.



NO MATTER HOW LONG YOU HAVE BEEN WITH PARAMOUNT, YOU HAVE NEVER SEEN A FILM WITH THE POWER AND PUNCH OF "ONE-EYED JACKS"

A new dimension of gunfighting comes to the screen with Marlon Brando's "One-Eyed Jacks" — a picture so far off the beaten track that for all the world seeing it will be a brand new experience in picturegoing.

THE MOODS OF BRANDO



BRANDO THE ACTOR

Marlon exchanges a pleasantry with Karl Malden moments before he enters a scene where he will act under his own direction.



BRANDO THE DIRECTOR

Here, in a moment before shooting begins, Marlon Brando imparts last-minute instructions to one of the female members of the cast.

New York Journal-American ★★★ Tues., Sept. 8, 1959

THE VOICE OF BROADWAY

By DOROTHY KILGALLEN

Broadway Bulletin Board

. . . Marlon Brando will get a Life cover plus one of the longest stories ever done on a motion picture actor to ballyhoo his own prduction, "One-Eyed Jacks."



This is The Girl (Joan Blackman) our Actor (Anthony Franciosa) should have stayed married to. But that would have meant a kind of 'burial' in a small city away from the world of Broadway. (It also could have meant that we'd have had no story...So he torpedoed the idea of staying with her (even though she loved him more than life itself), and went out after that Career. It brought him pretty close to the very pretty Agent of Talent (Carolyn Jones), whom we show at left. But that meant more security and less means of expression — and that's the same as death to an actor. So another 'pairing' was scuttled by the Actor who put Career ahead of Love, Decency, Security and Faith. And even at that point he still hadn't made Broadway.



CAREER CONQUERS ALL

"CAREER" IS INTERESTING ROMANTIC STUDY OF WHO'S PAIRING WITH WHO?

"Career" sets forth in romantic entertainment fashion this deadly premise: An ambitious actor uses sweetheart, wife, mistress and friends simply as stepping stones to his career. His living, loving, breathing and eating are simply the fuel of his ambition, the power impelling him to his career's zenith. Nothing else counts. Friendships are knifed, hearts are broken, loans are repudiated. The only expediency worth while is to 'get with' whatever - and whoever - can aid and abet his career.

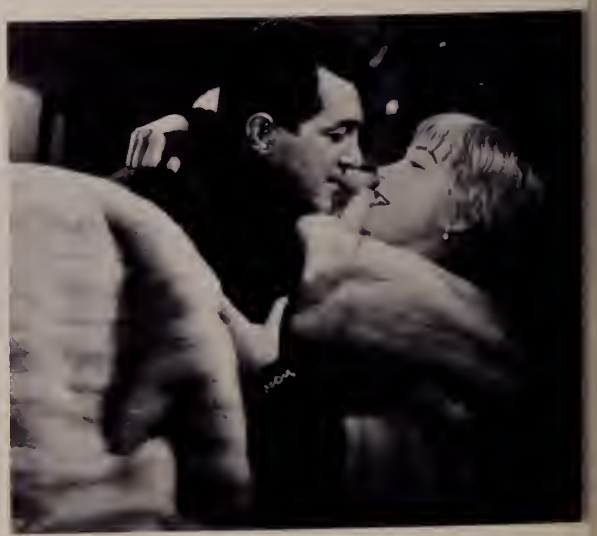
And so in our dynamic Hal Wallis picture, this is what our actor (Anthony Franciosa) and his sleazy confederate (Dean Martin) proceed to do.



The Producer's Daughter (Shirley MacLaine) is a slinky, minky, untamable doll, but with a passionate soul. To the Actor she's poison, personally — but a stepping-stone to his career just the same. So what the heck!



The Confederate, in the role of the Actor's Impresario, is a "Career" man also, and he fancies that the Agent can help him get places. But she isn't fast enough — and she has a Mother to look after.....



.....So we have the wildest, rowdiest pairing of them all. The Confederate marries the Producer's Daughter, and what a merry chase each leads the other.

In the end, the elusive "Career" still leads the field.

It's a whiz of a story and a peach of a picture...but you'll have to see it to see who gets who finally.

The production notes from Paramount these days are blending into a Glorious "Upbeat Symphony".

Within a good Zurich yodel of the editor's desk there is New York shooting going on for the Perlberg-Seaton production of "The Rat Race," Debbie Reynolds and Tony Curtis are facing cameras against many very picturesque Manhattan backgrounds, and a whiz of an entertainment picture cannot help but result....The good news about the upcoming Alfred Hitchcock 'Hush-Hush' chiller-diller (which is so top-secret it hasn't even got a title yet), is that Janet Leigh has been signed to co-star with Anthony Perkins in this shocker. In the true Hitchcock tradition, Janet's first rehearsal assignment is to learn how to talk while in the grip of a strangler's hands.Picture is scheduled to be in production this month...Rights to the British novel, "Appointment in Zahrain," by Michael Barrett, have been purchased by Paramount in advance of publication in both England and America. Dudley Nichols has been assigned to write the screenplay on this desert adventure story. Picture will have a top star cast....As a result of her performance in the Panama and Frank production of "Li'l Abner," in which she played Appassionata Von Climax, Stella Stevens has been signed to a multiple picture contract by Paramount. Studio head Jack Karp has instituted a search of story properties for her, and announcement is expected to be made shortly of an important assignment. In the meantime, "Li'l Abner" has been viewed by several top sales executives and has been received by them in truly rave fashion. Hugh Owen wrote a reaction whole-heartedly in its favor which may well become a classic pattern of praise. Among other things he said: "It is a happy picture. It is a picture made for Christmas playtime...It has a mixture of lusty humanity - including scores of well-rounded females - and shrewd weighing and awareness of human nature. 'Li'l Abner' has pre-Edwardian charm, mid-American corn, showmanship flair, a trio of memorable symbols...." a very glowing appraisal indeed.....After she finishes her work in the Dino De Laurentiis film-drama, "Jovanka and the Others," Barbara Bel Geddes will open in a play in New York, co-starring with Henry Fonda. Meanwhile a special train carrying the entire company of "Jovanka and the Others" has gone from Italy to Austria, where the final scenes of the thriller will be filmed. Other stars contributing memorable perfomances to the picture under the direction of Martin Ritt, are Van Heflin, Silvana Mangano, Vera Miles, Harry Guardino and Jeanne Moreau .....Surviving the damaging effects of a savage hurricane which destroyed many sets, the company making "The Bay of Naples" on Capri has moved back to Rome for final interior scenes. Joining Clark Gable, Sophia Loren and Vittorio De Sica in the cast is the beautiful 19-year-old Princess Dorothy de Poliolo of Chicago.....Peter O'Toole,fine young Irish actor, has been given an important role in "The Savage Innocents," joining Anthony Quinn and Yoko Tani in this colorful film which has been largely produced in the Eskimo areas of Norther Canada. Nicholas Ray is producing the picture for Paramount release.....Title of the Perlberg-Seaton production has been definitely set as "The Counterfeit Traitor," with William Holden as its star.



HOLLYWOOD - Roger Vadim, eminent international film director being signed to a multiple-picture Paramount contract by Jack Karp, vice-president in charge of Paramount production. In centre is Peter Zoref, also signed in the contract as associate producer on Vadim-directed Paramount pictures.

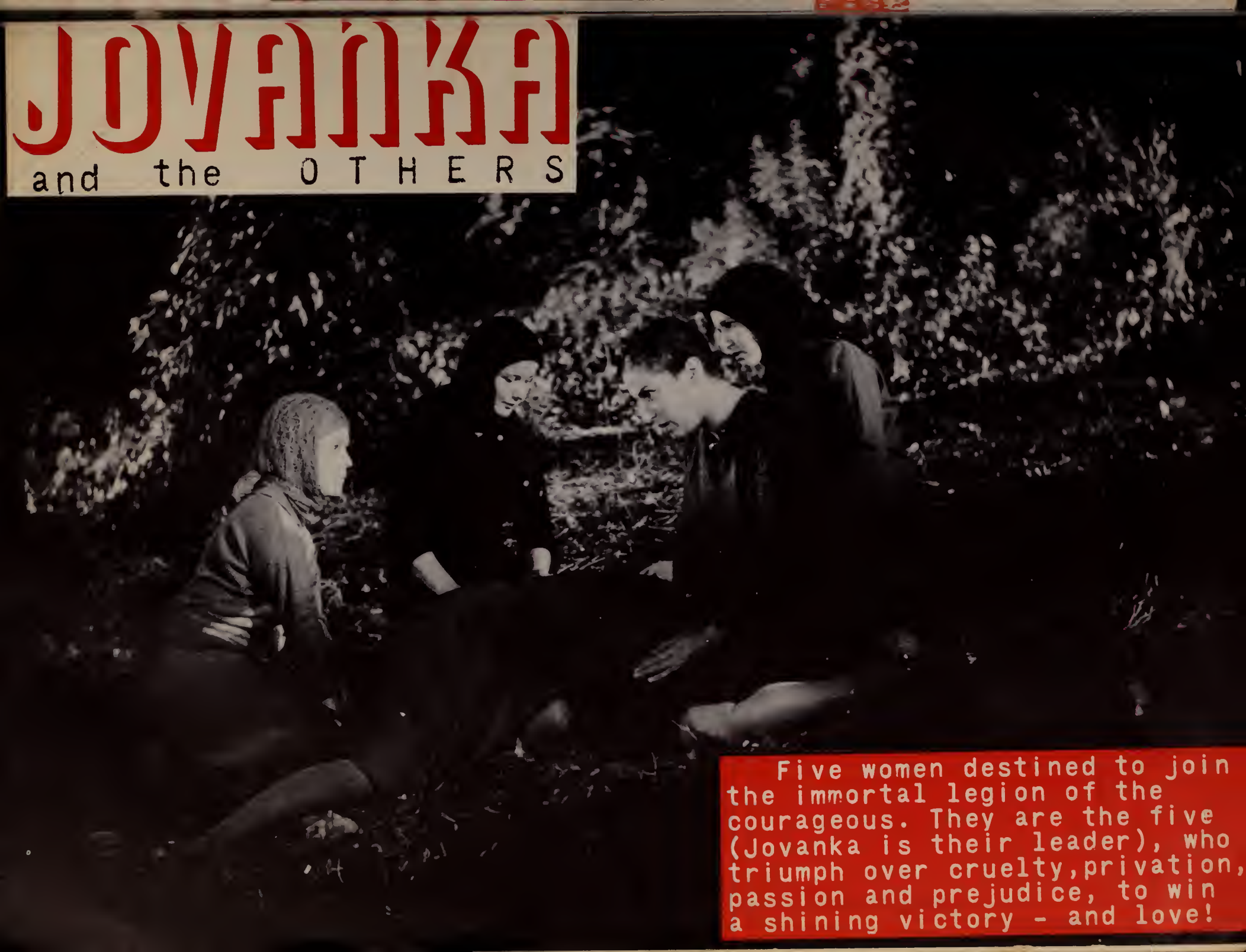
Mr. Vadim directed the most famous of the Brigitte Bardot pictures, and was formerly married to the celebrated star whose name has become a synonym for both sex appeal and boxoffice power.

PARAMOUNT TICKER ALIVE WITH TOP-INTEREST NEWS



James Mason and Vera Miles run the gamut of the emotions in their London-made Paramount production, "A Touch of Larceny." Here is one of their pleasantest moments. George Sanders also is starred in this Ivan Foxwell production.

JOVANKA
and the OTHERS



Five women destined to join the immortal legion of the courageous. They are the five (Jovanka is their leader), who triumph over cruelty, privation, passion and prejudice, to win a shining victory - and love!

Paramount WORLD
Volume 5, Number 12 December, 1959

"JACK THE RIPPER"



SPENDS ONE MILLION TO MAKE MANY

Pages 3,15,23

"Here is the One Million Dollars we are going to spend to launch JACK THE RIPPER," announces Master Showman Joseph E. Levine.



Says George Weltner: "We have the manpower, the salespower, and the enterprise. Besides, we already have the key contracts in!"



IN HOLLYWOOD THE TOP NEWS IS PARAMOUNT

Paramount Studio last month played host to The Honourable Shri Morarji Desai, Minister of Finance, Government of India. Above is the luncheon scene of the Minister and his official party in the studio commissary. Reading clockwise from lower left:

P. Sen Chaudhuri, Personal Secretary to the Commissioner-General for Economic Affairs; T. R. Kapur, Personal Assistant to the Minister of Economic Affairs; V. Y. Tonpe, Private Secretary to the Finance Minister; William Meiklejohn, Paramount Executive; P. Govidan Nair, Minister of Economic Affairs, Government of India; William Perlberg, Producer; Jaipal Singh, Member of Parliament; D. A. Doran, Executive; Dr. J. J. Anjaria, Economic Adviser to the Finance Minister; Bernard Feins, Executive; R. V. Subrahuanian, Deputy Secretary, Ministry of Finance, Government of India; Duke Wales, Motion Picture Association; C. J. Stracey, Consul-General of India, San Francisco; Edward Schellhorn, Foreign Dept.; F. Sequeira, Personal Secretary to the Consul-General of India at San Francisco; Herb Steinberg, Director of Publicity, Paramount Studio; C. S. Krishna Moorthi, Counsellor, Office of the Commissioner-General for Economic Affairs; Robert Rubin, Executive, Paramount Pictures Corp.; B. K. Nehru, Commissioner-General for Economic Affairs, India, at Washington D. D.; Y. Frank Freeman, Vice-President, Paramount Pictures Corp.; The Honorable Shri Morarji Desai, Minister of Finance, Government of India; Jacob H. Karp, Vice-President in Charge of Paramount Studio; A. K. Roy, Finance Secretary, Government of India; Sidney Justin, Executive Assistant to Mr. Karp; Mrs. Nehru; Luigi Luraschi, Censorship, Paramount Studio; J. N. Ganju, Press Attache, Embassy of India, Washington D. C.; Captain H. S. Ratnagar, Air Attache, Embassy of India at Los Angeles and Seattle; and Malik (back to camera)



Jerry Lewis, putting on a special show in his dressing-room between 'takes' of his new one, "CinderFella," finds that he has a most appreciative audience in Eddie Constantine..... Eddie is an American who went to Paris as a young but ambitious performer many years ago, learned the language and became one of the really top musichall stars of France.



J. B. H. Wadia (centre), eminent motion picture producer from India (and Vice-President of India's motion picture association) chats with James E. Perkins (left), President of Paramount International Films, and Jacob H. Karp, Vice-President in Charge of Paramount Studio, in the commissary of the studio.

Mr. Perkins was at the time on an overseas business assignment taking him to New Zealand, Australia and the Orient, but had met Mr. Wadia previously in India and in other parts of the world.



As part of postgraduate teaching activities in Occupational Medicine at U.C.L.A. (University of California, Los Angeles), Dr. Leon J.Warshaw, Paramount Medical Director, conducted a group of U.C.L.A. students and faculty through the Paramount Studio to observe the kinds of work involved in film-making and the people who perform them. Photo, taken in studio restaurant, shows part of the group. Second from right is Dr.Jean S. Felton, Professor of Occupational Medicine at U.C.L.A., and at head of table, Dr. Warshaw on left, and Dr. Hugh J. Strathearn, in charge of Studio hospital.

BELOW

CHICAGO - This picture is on the Hollywood page because these five young ladies from Filmland must be thinking strongly of Hollywood as they meet Chicago's icy blast as they land to attend the convention of The Theatre Owners of America. From left to right they are: Barbara Lawson, Leslie Parrish, Joan Blackman, Dolores Hart and Stella Stevens.





Noted Paramount designer (and Academy Award winner) Edith Head, at left, is mighty busy designing really striking clothes for Lilli Palmer. Miss Palmer is about to start work in "The Pleasure of His Company," and then too long later, she'll be off to Europe to be William Holden's leading lady in "The Counterfeit Traitor."

////

ONE SECOND AFTER MIDNIGHT ON DECEMBER 31ST WILL SEE US IN THE.....

SUCCESSFUL SIXTIES



George Weltner addressing the film industry press in the Paramount company dining-room in New York. At left, Martin Davis and Jerome Pickman; at right, Russell Holman.

November was an unprecedentedly busy month for George Weltner, vice-president in Charge of World Wide Sales. It was a month in which his encompassing company title was exercised to its sales and production limits.





George Weltner speaking to the exhibitors of the nation at the convention of the Theatre Owners of America, in Chicago.

November was the month in which the top Paramount sales executive returned to New York from a month's business survey in Europe, held a major industry press meeting, flew to Chicago to address the convention of the Theatre Owners of America, flew to Hollywood with President Barney Balaban and other executives for a top-level production session, returned to New York for the Eastern sales meeting and the "Jack the Ripper" luncheon and sales session, then flew to Chicago again for the Mid-Western sales meeting, and on to Los Angeles for the Western sales meeting.

Keystone of all of these business activities was the announcing - in actual and factual detail - of the 38 Paramount productions which made it possible for Mr. Weltner to designate 1960 as the first of the 'Successful 'Sixties.'

His action produced a happy and glowing response from the trade press. Reproduced at right is the front page of Film Daily, with Mr. Weltner's banner-headlined story also given a special editorial tribute immediately beneath the headline. Weekly Variety gave Mr. Weltner's vital announcement major space, stressing the fact that "Paramount is embarking on its most ambitious program in years. Basic reason behind the new approach, states global distribution v.p. George Weltner, is: 'The fear psychosis has lifted'."

Equally glowing reports were published in other trade papers, for it was quickly and generally recognised that the Paramount executive's statements both to the press and to the exhibitors in Chicago represented the finest promise of definite uplift the film industry has received this year.



NEW YORK - George Weltner (right) chatting with three members of the trade press. From left: Gene Arneel, Variety; Lou Pelegrine, Film Daily; Morton Sunshine, Independent Film Journal.

Quoting Film Daily on the Chicago TOA Convention...

".....George Weltner of Paramount reported on the 37 pictures his company will put into production by the end of 1960. He referred to the array of product revealed at the convention as 'the war cry of a fighting industry.' He noted that there is a 'resurgence of interest' in motion pictures."



THE Film DAILY

PARA. SEES DECADE OF GAIN

CALL FOR MUTUAL UNDERSTANDING

"The Successful Sixties" as reported by Weltner

Pa. Censorship Law In Court Test, Mon.

YCI to Spark Charity Drives, Expand Cons.

Rogers Hospital to Seek Benefit Share

Martin Elected a Universal Veepee

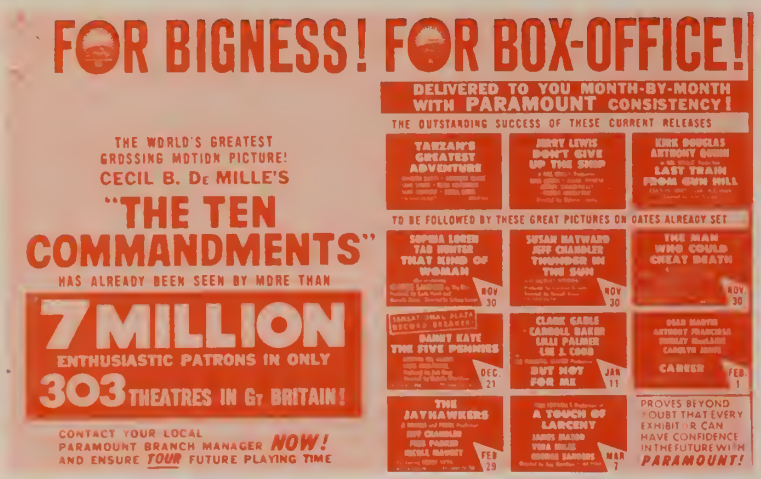
"Anniversary," "Summer" PCA Seals Without Vote

THE MIGHTIEST MOTION PICTURE EVER CREATED "SOLOMON AND SHEBA" Has The Mightiest Campaign Ever Created!

Following the Chicago meeting, and the vitally important studio conferences, there was first of all the sales meeting in New York of all top members of Hugh Owen's overall division. Into this on the opening day was injected the ultra-

(Continued on Page 15)

Titles and details of the forthcoming productions announced by Mr. Weltner will be found on Page 5.



FOR BIGNESS! FOR BOX-OFFICE! And for the good of the whole film industry - such is indeed the theme of this powerful 2-page advertisement in a recent issue of The Daily Cinema of London. Note particularly the magnificent record scored to date by "The Ten Commandments" in playing to 7,000,000 patrons in just 303 theatres in Great Britain. This is 'cinematic-communication' in the spirit in which this great film was conceived.

@@@@@@@@

OVER THE YEARS, in the progress of our company, we have had a great many 'hunters.' Probably the most important to date have been the talent hunters; then there have been the story hunters, the location hunters, the idea hunters. All have contributed magnificently and monumentally to the onward march of Paramount. Now comes another hunter - the product hunter. He epitomizes what Vice-President George Weltner has striven for for many years - the deep search for pictures to bear the Paramount trade mark and to appease the hunger of theatres world-wide for more product.



HOWARD HARRISON

First as head of Paramount International, and latterly and more importantly as head of World-wide sales for Paramount, Mr. Weltner has carried his search for product into virtually every part of the world. This search has brought up such pearls as "War and Peace," "Tempest," "A Touch of Larceny," "Jovanka and the Others" and "Jack the Ripper." But now, with the press of many other vital matters, it has become necessary for Mr. Weltner to appoint a deputy 'hunter.' His search for such a man was as thorough as his search for product has been. He sought a man who knows the whole world intimately, who knows what pictures are being made, and where, and even more importantly, what pictures are being planned so that access to them may be had on the ground 'sprocket,' so to speak. In Howard Harrison, pictured in this text, he found the ideal man. Mr. Harrison has been in international motion pictures for a great many years. He has travelled constantly in every part of the world. What is even more pertinent: in every country his reputation and integrity are of the highest. It is evident that he will bring both product and prestige to Paramount. We bid him a most cordial welcome.

@@@@@@@@@

NAMES ARE THE MAGIC STAR DUST of our business. From the very beginning of Paramount, when crowds thronged the boxoffice of the Lyceum Theatre in New York City to see Sarah Bernhardt in "Queen Elizabeth," the star symbol has been the true symbol of audience attraction. It is in this spirit that we call your attention to the following names that you will find in the 1960 product announcement to be seen on the opposite page:

William Holden, Audrey Hepburn, Jerry Lewis, Fred Astaire, Marlon Brando, Maurice Chevalier, Vera Miles, Debbie Reynolds, Tony Curtis, Sophia Loren, Van Heflin, Tab Hunter, Clark Gable, Karl Malden, Charles Laughton, Ingrid Bergman, Mel Ferrer, Laurence Harvey, James Mason, Anna Maria Alberghetti, Anthony Perkins, Janet Leigh, Alfred Hitchcock, Elsa Martinelli, Judith Anderson, Lilli Palmer and Elvis Presley. That's just a few of them.

For as the list indicates, a number of productions definitely set for filming yet remain to be cast; and some other productions, partly cast at this point in time, will add to their casts stars and featured players of definite marquee and box-office strength.

@@@@@@@

The critics have been so high in their praise of "Cecil B. DeMille: Autobiography" that it would not be amiss to think that many of you in the U.S. and Canada have added lustre to your Christmas shopping lists by putting this fine book on the list of worthwhile gifts you are giving this coming Christmas.

Published every month by Paramount Pictures Corporation, 1501 Broadway, New York 36. New York, U.S.A. Issued by and for members of the Paramount organization around the world who believe in the entertainment appeal of their motion pictures, television and allied products and in the business future of their company.

ALBERT DEANE, Editor

Volume 5, Number 12 December, 1959

THE SOLID, CINEMATIC SUBSTANCE OF "THE SUCCESSFUL '60s"

HELLER WITH A GUN

Filmed in Technicolor. Directed by George Cukor. Starring Anthony Quinn, Sophia Loren, Margaret O'Brien and Steve Forrest.

ONE-EYED JACKS

Most eagerly awaited film in years. Technicolor. Directed by, and starring, Marlon Brando. Also Karl Malden, Pina Pellicer, Katy Jurado.

VISIT TO A SMALL PLANET

Hal Wallis production, directed by Norman Taurog. Starring Jerry Lewis, Joan Blackman, Earl Holliman.

A BREATH OF SCANDAL

Directed in Technicolor by Michael Curtiz. Starring Maurice Chevalier, Sophia Loren, John Gavin.

CHANCE MEETING

Starring Micheline Presle, Hardy Kruger.

A TOUCH OF LARCENY

Ivan Foxwell production. Directed by Guy Hamilton. Starring James Mason, Vera Miles, George Sanders. A real 'sleeper.'

JACK THE RIPPER

Title suggests what this Joe Levine thriller will do to theatre and box-office records.

THE BIG NIGHT

Starring Corey Allen and Venetia Stevenson.

PRISONER OF THE VOLGA

Filmed in Technicolor and starring John Derek, Elsa Martinelli and Dawn Addams.

BAY OF NAPLES

Filmed in Italy in Technicolor. Produced by Jack Rose. Directed by Mel Shavelson. Starring Clark Gable, Sophia Loren and Vittorio De Sica.

THE RAT RACE

Produced in Technicolor by William Perlberg and George Seaton. Starring Debbie Reynolds, Tony Curtis and Jack Oakie.

CINDERFELLA

Also in Technicolor. 'F' is for Fabulously Funny. Directed by Frank Tashlin. Starring Jerry Lewis, Ed Wynn, Judith Anderson, Anna Maria Alberghetti.

JOVANKA AND THE OTHERS

Produced by Dino DeLaurentiis. Directed by Martin Ritt. Starring Van Heflin, Vera Miles, Silvana Mangano, Barbara Bel Geddes and many others.

THE SAVAGE INNOCENTS

Filmed in Technirama in Northern Canada and the savage Arctic. Starring Anthony Quinn, Yoko Tani.

PSYCHO

Alfred Hitchcock production. Starring Anthony Perkins, Janet Leigh, Vera Miles.

THE PLEASURE OF HIS COMPANY

Perlberg-Seaton production of the radiant Broadway comedy. Starring Fred Astaire, Debbie Reynolds, Tab Hunter, Lilli Palmer, Charlie Ruggles and Gary Merrill.

THE BASHFUL BULLFIGHTER

Starring who else but Jerry Lewis. Directed by Norman Taurog.

CAFE EUROPA

Hal Wallis production in Technicolor starring Elvis Presley.

THE COUNTERFEIT TRAITOR

Perlberg-Seaton production to be filmed in the locales of the exciting true-life-story book. Starring William Holden, Lilli Palmer.

THE WORLD OF SUZIE WONG

Directed by Jean Negulesco in Technicolor in Hongkong, and starring William Holden.

AUDREY HEPBURN

Starring in a Hal Wallis production to commence filming in February.

NO BAIL FOR THE JUDGE

An Alfred Hitchcock production. Co-starring Audrey Hepburn and Laurence Harvey.

BREAKFAST AT TIFFANY'S

A Jurow-Shepherd production.

A CHILD IS WAITING

Panama & Frank production. Starring Ingrid Bergman.

HENRY BLANKE

Production to be announced.

ALAN PAKULA PRODUCTION

Title to be announced.

THE BLUE MUSTANG

William Hawkes production. Top star cast.

MELODY OF SEX

Written and produced by Henry and Phoebe Ephron, based on Max Catto's book about young life and love in a place called Paris, France.

BLOOD AND ROSES

Starring Mel Ferrer and Elsa Martinelli. Directed by Roger Vadim (discoverer of Brigitte Bardot).

SATAN

Based on the novel by H. DeVere Stacpole, and directed by Roger Vadim.

THE SLENDER THREAD

A Stuart Miller production, from the new popular book by P.J.Merrill.

BELOIN-RICHELIN

Several productions by Edmund Beloin and Maurice Richelin, to be announced.

WALK LIKE A DRAGON

To be produced by James Clavell, who made "The Fly" and other hits.

THE MOUNTAIN IS YOUNG

Massive production to be filmed in Nepal, based on the novel by Han Suyin, who wrote "Love Is a Many Splendored Thing."

SIDNEY SHEPETENER

A production by Sidney Shepetener, to be announced.

UNDER TEN FLAGS

Dino DeLaurentiis production. Starring Van Heflin, Charles Laughton, Alex Nicol and many others.

PICTURES AND NEWS FROM THE NORTH AMERICAN BRANCHES...



Debbie Reynolds and Kay Medford look with slightly different viewpoints on a bit of comedy drama transpiring in a 54th Street bar in a scene in "The Rat Race," the title of which indicates that it is set in New York City.

There are no office hours for leaders.
Cardinal Gibbons



NEW YORK CITY - Stella Stevens, arriving here for public relations work in connection with the premiere of "Li'l Abner" at the Roxy, offers proof of the interest factor which has made aisle seats in planes more popular than window seats.

I believe that the best luck is to be happily married, and that the next best luck is to have good friends.
James Hilton

CHARLOTTE This month the spotlight is on Jake Neil, booker, who designed and drew the mailing piece (shown on this page) used as a gimmick in securing short subject bookings. Not only did it serve this purpose, but it was also displayed in front of each booker's desk to catch the eyes of the exhibitors.

Anne Davis, ledger clerk, is at home awaiting the stork. Replacing her is Lois Neil. We are very happy to have Lois back. She was a former employee in the Inspection Department prior to being injured in an automobile accident in June of 1957.

A young man from out of town, in Charlotte on his vacation recently, was none other than Max Price, up from Atlanta for a few days. We were delighted to see him and hope that he will visit with us often. Max is a former booker here, now office and booking manager in Atlanta Branch.

Fess Parker, star of THE JAYHAWKERS, made a personal appearance at the Carolina Theatre and later was a guest at the North and South Theatre Owners Convention at Hotel Charlotte.

LI'L Abner was viewed by many satisfied folk, all ages, at the Carolina Theatre, when it was shown as a sneak preview.

Another former employee, Mrs. Erna Litton, celebrated her Golden Wedding Anniversary on October 30. Our congratulations to her and Mr. Litton on reaching this milestone. Mrs. Litton retired in July of 1957 after more than thirty years as an inspectress.

Charlotte is very proud of its newest shopping center, "The Charlottetown Mall." Forty stores are under one roof. One can walk across to a store on the other side in complete comfort. The mammoth building is heated in winter, and cooled in summer. We are fortunate to be one of twenty-seven cities to boast of such a center.

--Mildred Hoover

Esquire

the magazine for men that is read from cover to uncover, and which proves that a 'dish' doesn't have to come from a china department any more than a 'tomato' has to come from a vegetable stand, has in its November issue really gone to town on a Paramount star. The magazine has taken four full pages, in color, to contend, in cute pix and cuter tex, that all the world

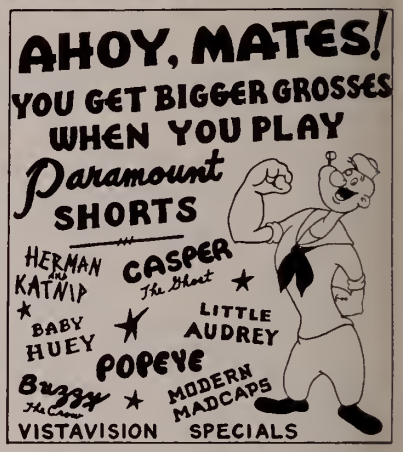
loves Sophia Loren....

The depth of Esquire's affection is shown as we quote their (the editorial staff's) rave, to wit:

> Despite the well-publicized attractions of coy blonde gigglers or monkey-faced French beatniks, movie-goers have become aware that Sophia Loren is real royalty, the reigning and genuine divine-right queen of the screen. A vital, old-fashioned full-blown beauty, she has great emotional depth and a glorious sense of humor, as demonstrated in the pictures on these pages, when she clowned around for photographer Saul Leiter. For other aspects of Sophia, there's a clutch of full-frequency-range Paramount pictures: currently "That Kind of Woman," "Heller With a Gun," and in a few months two films she made in Europe, "Breath of Scandal," shot in Vienna, and "Bay of Naples," shot in Italy.



MILWAUKEE - When Tony Curtis was here beginning the shooting of "The Rat Race," two of the visitors on the set got in a picture with him. They were Mrs. Everett Olsen, wife of Paramount's Chicago area merchandising representative; and Matt Donahue, Paramount salesman out of Milwaukee. Scene was shot in Milwaukee's Greyhound bus station.



This is the Charlotte poster for Short Subjects mentioned in the adjoining column.

NEW ORLEANS This branch, during October, celebrated the 40th year of film service by salesman Ed Shinn. The results of the drive the branch had in his honor were very gratifying. On Saturday, October 24, the Paramount Pep Club held a surprise party in Mr. Shinn's honor at Fitzgerald's seafood restaurant on the Lakefront. A grand time was enjoyed by all who attended. Mr. Shinn was presented with a cake bearing 40 candles after which Bill Holliday, Branch Manager, presented him with a piece of luggage, a two-suiter, and a handsome matching wallet from the employees. For the 1st time in 40 years Ed Shinn was at a loss for words.

We had the pleasure of meeting at the party for the first time, Travis Carr's charming wife, Fentress.

It was announced at the party that booker Irma Rogers will celebrate her 40th year with Paramount as of November 15. Congratulations Irma. Hope you will enjoy many more years with Paramount.

A sneak screening was held on "LI'L ABNER" in the Saenger Theatre. Everyone who attended was pleased with the picture and had nothing but praise for the whole performance.

(Continued on Page 18)

1960

.....First of the "Successful Sixties" envisioned last month by Mr. Weltner,will see the production of at least <u>two</u> great features by William Holden. First will be "THE WORLD OF SUZIE WONG," to commence next month in Hongkong, to be followed by interior sequences in London. Then about May or June, Holden will commence filming of "THE COUNTERFEIT TRAITOR" in Stockholm, Copenhagen, Berlin and other cities.

BILL HOLDEN READYING A PARAMOUNT SHARE FOR THE "SUCCESSFUL SIXTIES"



BERLIN - Producer George Seaton and star William Holden envision a scene of the forthcoming Perlberg-Seaton production, "The Counterfeit Traitor," in one of its actual story locations, the tragic courtyard of this city's Moabit Prison. With them, at right, is the Prison Warden, Mr. Glaubrecht.



PARIS - In a suite in the Plaza-Athénée, producer Ray Stark, at left, writer John Patrick and director Jean Negulesco, at right, discuss with William Holden the forthcoming production of "The World of Suzie Wong." Exteriors are to be made in Hongkong and interiors in London, so it really will be a global picture.



BERLIN - In this city looking over locations in connection with his coming role in the Perlberg-Seaton production, "The Counterfeit Traitor," William Holden stands at the border dividing West and East in Berlin, opposite the Brandenburg Gate. This exact location has a vital true-life importance in "The Counterfeit Traitor."

ppppp

BERLIN - William Holden, his mind on the awful deeds committed on this very spot, stands before the execution wall in the courtyard of Moabit Prison. In "The Counterfeit Traitor," this very spot will re-record one of the book's most dramatic true-life happenings - the crashing end of a great heroine's life.



<u>LEFT</u>

BERLIN - A serious and reflective group emerge from Untersuchungschaft-anstalt Moabit - otherwise known as Moabit Prison. William Holden is at right, with producer-director George Seaton immediately behind him. In centre is Charles P.Juroe, European director of advertising and publicity, and behind him is German publicity director Günter Schack.At left is Berlin Associated Press chief, Mr.Hartman.







POWER OF "THE TEN COMMANDMENTS" GROWS MIGHTIER WITH TIME

CYNGOR EGLWYSI EFENGYLAIDD DINAS BANGOR

6, Kingsley Ave,
Maeagelrchen.
Bangor.
Tel. 2672

Mai 1959.

Annwyl Yeg.

Gyda balchder y cyhoeddwn y dangosir y Ffilm Odidog 'The TEN COMMANDMENTS' yn y New County Theatre, Bangor yn mis Gorffennaf.

Bra rhai blynyddoedd beilach bu cydweithio hapus rhwng y Cyngor Eglwysi e pherchnogion y County Theatre a theimlwn hi, n fraint i gael cydweithio eleni eto a nawddogi dangosiad y Ffilm hon.

Mae,n anrhydedd fawr i,r County Theatre fod y darlundy cynt.f yng Ngogledd Cymru i ddangos y Ffilm.

Cynyrchwyd y Ffilm gan Cecil De Mille - eydd o barchus goffadwriaeth yn fyd enwog am ei ffilmiau crefyddol. Caaglwyd at ei gilydd actorion enwocaf y byd ar gyfer y Ffilm - Charles Heston, Yul Bryner, Anne Baxter, Edward G. Robinson e Sir Cedric Hardwicke.

Dyma ddywed Cecil De Mille an ei amcan yn gwneud y Ffilm hon 'The TEN COMMANDMENTS were born in the mind of God and given to the world through Moses - Through our picture we hope that they will be impressed anew upon the minds of hundreds of millions of people for generations. We tried not to make it a 'Movie' but a living experience,as real humanly and spiritually as it is authentic historically.'

Cytuna arweinwyr pob enwad a Sefydliad Cristnogol fod y Ffilm hon yn werth el gweld - Dyma rai sylwadau
'A Film that speaks to our age' - 'We were profoundly impressed by The Ten Commandments. There could be no question about the reverence with which this Biblical story is treated.' (Ysg Feibl Gymdeithas).
Bydd gwiedd o dros 3½ awr yn aros pob un a ddaw i weld y Ffilm hon.

Fel y gellir meddwl fe goatiodd y ffilm hon lawer iawn i,w gwneud ac o,r herwydd ac am na fu ,n boaibl cael ond perfformiad yr hwyr rhaid yw codi,r prisau am fynediad i mewn. Mae hyn yn amod cyn y gellir dangos y Ffilm yn unman.

Dyma,r Manylion.

THE TEN COMMANDMENTS

Bydd yn cychwyn o Orffennaf 20ed am gyfnod byr-Ni ellir nodi yn union eawl wythnos.

Lle- New County Theatre, Bangor (Mae mses parcio mewn cyfleus yn ymyl)
Amser- Yn Ddyddiol am 2-15pm. a 7 pm.
Tocynnau- 6/- Circle a 4/6d. Stalls.

Bydd gostyngiad i bartion o dros 30 mewn rhif i berfformiad y prynhawn.

Flant - Celr mynediad i berfformiad y prynhawn am 2/- a 3/-d.

Gellir elcrhau tocynnau o Mehefin laf ymlaen o,r

BOX OFFICE
New County Theatre,
BANGOR.

Agor 10am - 10pm. Tel. 2828. Agor 10am. - 10pm.

Hoffem bwysleisio mai o raid mae,r prisiau yn uchel ac na fydd eleni ddim elw arianol i,r Cyngor. Ond credwn y dylid gwneud pob ymdrech i gael seiodau yr eglwysi ac yn wir pobl ein hardaloedd i weld y Ffilm

Yr eiddoch yn gywir
Geraint Davies (LLywydd)
D. Hughes Parry
(Yeg)

MANY LANGUAGES have appeared in our columns in connection with world-wide showings of "The Ten Commandments," but so far Welsh has not been one of them. We now rectify this by reproducing above the special letter of Geraint Davies, president of the Free Church Council, in connection with the presentation of the mighty Cecil B. DeMille production in the New County Theatre at Bangor, Wales. The letter was printed in both English and Welsh.

Dakar, French West Africa....

These are the Royal (at left) and Palace Theatres in Dakar, and to them, through the medium of "The Ten Commandments," has come the greatest film business they have ever known. Business of absolutely astronomical proportions. It was viewed personally by Eugene Maillet, Assistant Sales Manager of the French organization, who made what was to him an unforgettable journey to the Equatorial territory to see the Cecil B. DeMille production publicized and presented.

First report to Milton Goldstein in New York from Henri Michaud (in charge of European and North African distribution of "The Ten Commandments") gave sensational figures and this comment: "As you will note, the receipts of the first day are in excess of capacity, as additional chairs were used at the Palace and at the Royal the spectators were just piled in as in a sardine can!"

Several days later, Mr. Michaud wrote again, saying, in part: "I am happy to confirm that the engagement at Dakar is a sensational success. Every show is filled to more than capacity, the capacity of both theatres being in direct relation to the compressibility of the human body - each and every one of the tens of thousands."



SAN JOSE, Costa Rica - Group of Church notables entering the Rex Theatre for a special screening of "The Ten Commandments." From left: Monsenor Bolanos, Canon of the Basilica of Cartago; Monsenor Arie,Canon of Santisima Trinidad Church; Archbishop Miguel Chaverri; Monsenor Arrista, Director of the Catholic magazine, "El Eco Catolico"; Central America Manager Mario Ghio; and, back to camera, Sr. Jose Bernardi, publicity manager of the Circuito Teatral Raventos.

This screening was in advance of the film's opening. Picture is now in its 11th week and is continuing indefinitely.

AUSTRALIA continues to splinter records with "The Ten Commandments."

In Gosford,NSW, in a two-weeks' season the film played to an attendance of 8,439, or 163% of the population; Ayr, Q'land, 96% of the population; Mount Gambier, SA, 109.51% of the population; Gatton, Q'land, 161.77% of the population. In Wollongong,NSW, "The Ten Commandments" ran for 5 weeks to a paying attendance of 48,452, or 52.27% of the population.

One of the many great reviews of the book of Cecil B. DeMille's life was this full page one in Chicago's Sunday Tribune of November 15th. It was designated "The best and most important autobiography that has ever come out of Hollywood."



(Reprinted from Daily Cinema, London)

This Will Get The Family Audience Back

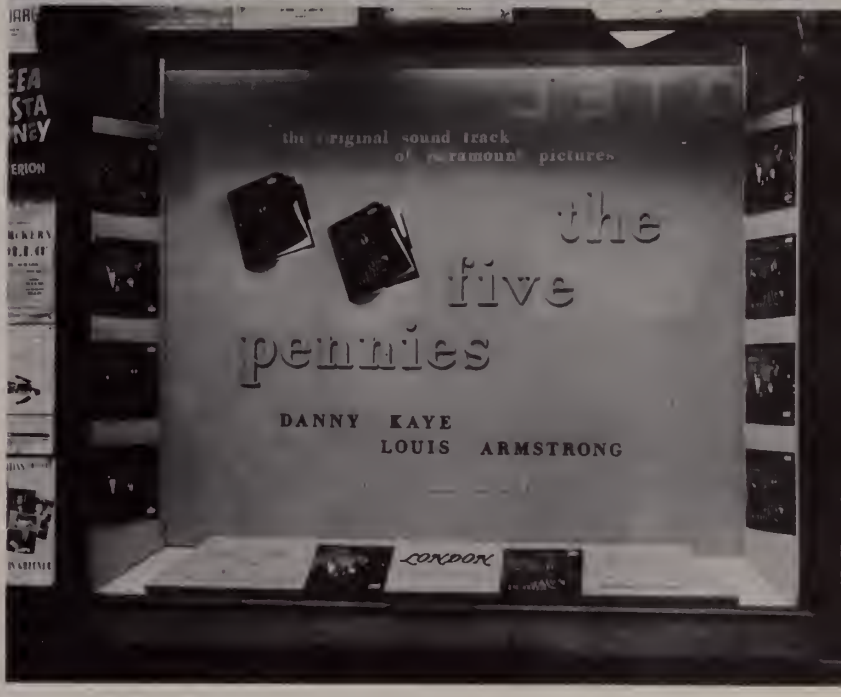
—

Stating that "The Five Pennies" has shattered every box-office record in the entire history of the Plaza, Paramount's managing director, Fred Hutchinson, announces that arrangements have been made to extend the scheduled run.

"But," he emphasises, "the significance of its general release during the Christmas and New Year season will not be lost upon exhibitors. This is the season of family entertainment. 'The Five Pennies' is family entertainment plus!"

The film has been running at the Plaza at normal admission prices -- and its amazing success has no relation to sex or the drawing power of an "X". "It is," says Fred Hutchinson, "clean wholesome entertainment, the type of screen fare upon which the movie industry has always thrived. This picture, I am sure, will do more than virtually any other in recent years to attract back to the cinemas that family audience which has for generations been the backbone of our business."





LONDON - Two very wonderful window tie-ups for the music of "The Five Pennies." There were many, many others of equal calibre, and it must be said with deep sincerity that the show-minded Paramounteers of London did an absolutely matchless job in their public relations campaign on the Danny Kaye picture. (Aided mightily by Paul Ackerman and Armand Cardea from the New York end).

Top scene shows the sheet music display in Chappell's, with the impact built around the four major numbers in the film: "The Five Pennies"; "Lullabye in Ragtime"; "Goodnight, Sleep Tight"; and "The Five Penny Saints". Estimated window value here was One Hundred Pounds weekly for the length of the run. Lower scene is for the London soundtrack recording of the music in the film as displayed by Keith Prowse, in the heart of London's entertainment sector. The estimated window value here was Two Hundred Pounds weekly for the full run of the picture.

London's campaign on "The Five Pennies" has been so extensive (and effective) that it would take a complete issue of Paramount World to report it, and so practical in every sense that it would take a volume of superlatives to classify it. Messrs Tony Reddin, Peter Barnes, Leslie Pound and F. Reed certainly stacked up enough practical showmanship to be seen, heard -- and used -- around the world. And this is precisely what Armand Cardea in New York is doing, in order that Paramounteers everywhere may profit by the store-window showmanship, the widespread radio and television tie-ins, the fan and music magazine publicity, the counter shows, press contests and street stunts which the British Paramounteers contrived and set in motion on a nation-wide scale.

PARAMOUNT EVENTS IN THE BRITISH FILM INDUSTRY SCENE



LONDON - Fred Hutchinson, managing director of Paramount, announces that John Golightly (shown at right), has succeeded the late Thomas H.Ainsworth as the company's branch manager at Newcastle.

This appointment is in accordance with Paramount's policy of promotion from within its own ranks, for Mr. Golightly has been a Newcastle branch salesman since May, 1958. His appointment as branch manager became effective on November 2nd.

Mr.Golightly has had wide industry experience, He was with RKO for 28 years, starting in the despatch dept., later becoming office manager and then salesman.

His many friends in the film trade will warmly welcome this well merited promotion. Paramount World extends warmest congratulations also.

LLLLLLL

London & "Career"

This was the Daily Cinema's pungent summation of Hal Wallis' production of "Career."

Rating: Strong star billing will make this an immediate boxoffice attraction, while audiences will respect it as intelligent dramatic entertainment.





STOCKHOLM - Another view of the 'Cossacks' as they carried the message of the Saga's great attraction, "Tempest" through the main thoroughfares of the city during the lunch hour.

HELSINKI - Exterior of the Gloria Theatre during the highly successful engagement of "Tempest." At the time of the opening of the great De Laurentiis -Paramount production, the Italian Ambassador was among those present.



STOCKHOLM - Here indeed is sparkling showmanship for "Tempest," the attraction at the renowned Saga Theatre. This troop of 'Cossacks' paraded the main streets of the city during the lunch hour period and attracted widespread attention. They are shown here passing the city's main Concert Hall. A factor adding even more interest to the stunt was the fact that one-half of the riders were women - young and very attractive women.

-o-o-o-o-

MED TONVIKTEN LAGD PÅ PRODUKTIONEN...

Ja, hela detta nummer, alltifrån omslagsbilden till sista sidans viktiga meddelande, handlar uteslutande om vår produktion - den mest förhoppningsfulla rapport vi någonsin varit i tillfälle leverera beträffande nya filmer, filmer under arbete och planerade



HOLLYWOOD - Early last month the Paramount studio was honored by a visit from the Danish Ambassador to the United States, Count Kield Gustav Knuth-Winterfeldt and his wife, the Countess. They were accompanied by Mr. Ryan A. Grut, Danish Consul in Los Angeles, and his wife. At the studio they were entertained at a luncheon given by Mr. Jack Karp, vice-president in charge of the studio, and Mr. Y. Frank Freeman. They also visited the set of "The Rat Race" and watched stars Debbie Reynolds and Tony Curtis at work.

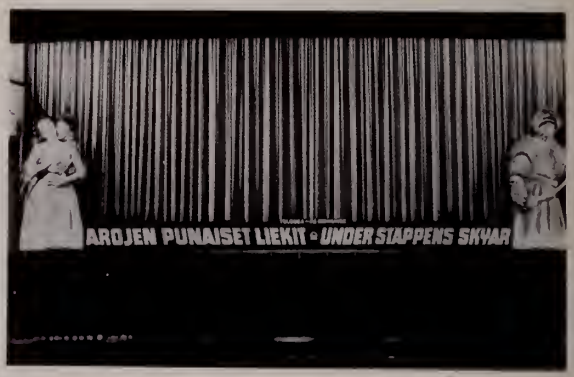
Shown above, reading from the left, are -- The Ambassador, Count Knuth-Winterfeldt; Mr.Y. Frank Freeman; Countess Knuth-Winterfeldt; Mr. Jack Karp; Luigi Luraschi, head of Censorship; Danish Consul Ryan A. Grut; Mrs. Grut; Edward Schellhorn, head, Foreign Dept., Paramount studio.

inspelningar.
Mr. Weltner har varit den eldande själen i denna kampanj för en fullgod produktion. Ända sedan han övertog posten som försäljningschef för hela världen har han, med en ihärdighet och målmedvetenhet som saknar motstycke i bolagets historia, haft detta mål för ögonen, vilket bl.a. filmer som KRIG OCH FRED och KOSACKERNAS UPPROR ger belägg för.

Mr. Weltners nyligen avslutade europaresa, som ingående behandlades i föregående nummer, och hans påföljande studiobesök är andra moment i hans produktionsplan. Mellan dessa tvenne besök ligger hans minnesvärda presskonferens i New York, vid vilket tillfälle Mr. Weltner ingående uppehöll sig vid de 34 filmer, som ni kan läsa om i detta nummer av Paramount World.

Vidare kan nämnas att Mr. Weltner ett par dagar efter konfrontationen med fackpressen i New York var en av toppdeltagarna i en biografägarsammankomst som hölls i Chicago, varvid han gjorde tydligt och klart det faktum, att Paramount är ett produktions- och distributionsbolag och att det är fast beslutet att så förbliva, något som det följande studiobesöket kraftigt bestyrkte.

Därför - när ni läser detta nummer så betänk att ni läser om ett ständigt förnyat produk-



HELSINKI, Finland - Display across the proscenium of the Gloria Theatre when "Tempest" was still a "coming attraction." Now of course it is an accomplished success.

tionsprogram. Betänk, att ni tar del av förhandsmeddelanden om det genom tiderna bästa produktionsprogrammet. Läs allt detta och ni förstår varför Mr. Weltner betecknat de närmaste åren som "det framgångsrika sextitalet"

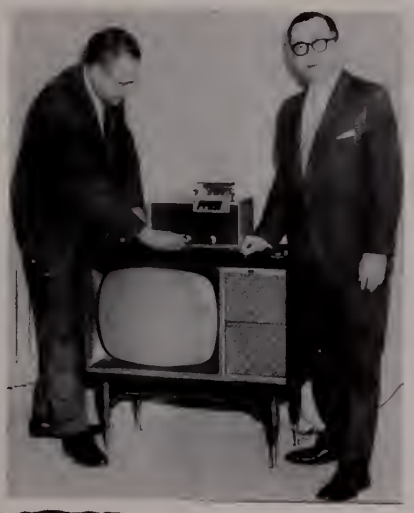
Mr. James E. Perkins, president of Paramount International Films, befinner sig på resa i Australien, Nya Zealand och Orienten för att personligen föra fram Paramounts nya och stora produktionsprogram på samma sätt som Mr. Weltner gjort det för biografägare och fackpress i Amerika.



COPENHAGEN - This poster for "The Ten Commandments" was placed by the church authorities on the announcement board of the Copenhagen Cathedral during the film's showing at the Palads Theatre.

"T"-DAY IMPENDS AS DEBUT OF TELEMETER DRAWS CLOSE

INTERNATIONAL TELEMETER COMPANY is a division of Paramount Pictures Corporation. It is therefore a major partner in the implementation of the promise implicit in the company's pronouncement of 1960 being the first of the "Successful Sixties." This page is a progress report on years of planning which come to fruition in Toronto next month.



Shown at right is Louis A. Novins, president of International Telemeter Company, a division of Paramount Pictures Corporation. With him is Will Baltin, who is serving as coordinator for International Telemeter Company on the world's first Telemeter System now being installed in West Toronto, Canada, by Trans Canada Telemeter, a division of Famous Players Canadian Corporation, Ltd.



NEW YORK - A corner of the Telemeter demonstration and sales room on the 9th floor of the Paramount Building. A Telemeter unit is shown atop a conventional TV receiver.



Section of the control room and transmitter installed by International Telemeter Company on the 13th floor of the Paramount Building, which transmits three programs simultaneously for reception in the demonstration and sales room of Telemeter shown above. Monitoring the system is Leonard Cohen, Telemeter engineer.



This is another view of the demonstration and sales room of Telemeter shown at top of the page. Furnishings are modern in keeping with the progress motif of Telemeter.

Pictures by ED SULLIVAN

Film Trade All Eyes & Ears As Tollvision Test Nears in Canada

By ROBERT McSTAY

Toronto, Dec. 1.

With 13,000 homes of a Toronto suburb (Etobicoke) wired by Bell Telephone of Canada, tollvision will make its Canadian debut the latter part of next month, according to Eugene E. Fitzgibbons, president of Trans-Canada Telemeter. With a potential of 40,000 homes in the area, he reported seven out of 10 householders sold; but restricted importations of American-made mechanical gadgets are holding the pre-test to the current 13,000 homes.

Target of wide interest by distributors and theatre operators in Canada and United States, the new setup promises two separate channels showing weekly changes of feature films for an initial $5 for Bell Telephone hook-in, plus the insertion of coins in the receiver set for the desired viewing of a feature. This will probably be $1 for a full-lengther, the same price as in a theatre area in the uburbs. The third channel, free of payment to subscribers, will consist of public service features such as local news, church services, weather reports, a panel show, service club

(Continued on page 79)



The sign on this door on the 9th floor of the Paramount Building in New York City tells a most important story. The door leads to the superb modern Telemeter demonstration room.

This Page 1 story from weekly Variety of Dec. 2nd. is powerful testimony to the wide-scale interest in the upcoming debut of Telemeter. This debut will take place during January and should be one of our major news stories for February.

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Japan's 1960 Calendar

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It has become traditional to expect beauty and utility in Japan's annual calendars, and the one for 1960, received late last month, is no exception to the rule. Reporduction of the 12 Paramount personalities is truly exquisite. We name them here in order that you might know which film stars stand in high esteem in Japan:

JANUARY	...Audrey Hepburn
FEBRUARY	...Carroll Baker
MARCH	...Marlon Brando
APRIL	...Carolyn Jones
MAY	...Dolores Hart
JUNE	...Tina Louise
JULY	...Barbara Bel Geddes
AUGUST	...Sophia Loren
SEPTEMBER	...Anthony Perkins
OCTOBER	...Shirley MacLaine
NOVEMBER	...Lilli Palmer
DECEMBER	...William Holden



TOKYO - Here, outside of the Hibiya Theatre showing "Last Train From Gun Hill," is showmanship of a high and thrilling order. A couple of 'hired gunmen,' who have been staging a 'gun battle' in many parts of Tokyo, reach a 'climax' right in front of the Hibiya, and in full view of the double queue of patrons waiting to see the film.

To indicate to timid members of the public that they were really advertising a film, each man had a sign on his back naming the film and the theatre. They played their parts for ten days.





OSAKA - When the Kitano Theatre showed "Last Train From Gun Hill" the management advertised in local newspapers for foreigners who resembled Anthony Quinn and Kirk Douglas. Here are the winners in the company of a couple of Japanese "marshals' who patrolled the area.

作品特集号

本号は表紙から裏表紙に至る全頁を挙げて作品の紹介を行うことになつた――既に完成をみた作品、目下製作中のもの及び企劃中の作品等すべてについての特別の紹介記事を掲げるつもりである。

ウエルトナー氏の作品キャンペイン

ウエルトナー氏はパ社史上曾つてない熱意と全力を集中して今度の作品キャンペインを開始した。同氏は世界地区営業総支配人の職について以来この作品キャンペインの準備に没頭、その間「戦争と平和」、「テンベスト」その他多数の作品で偉大な成功を収めている。

先月号で紹介した通りウエルトナー氏はヨーロッパを訪問、引続いてパ社撮影所を訪ねたが、これによつて今度の計画が著しく進展をみせるに至つた。その間ウエルトナー氏はニューヨークで記念すべき記者会見を行い、新しいパ社作品三十四の発表を行つたが、本誌はその詳細を本号に収録した。

全米館主大会で演説

記者会見から数日後ウエルトナー氏はシカゴで行われた全米館主大会に映画産業の営業代表の一人として出席、パ社が映画の製作及び配給に全力を挙げつつあること、及びパ社は全力を挙げて映画の仕事を続ける決意を明らかにした。続いてウエルトナー氏は撮影所を訪問して、この声明を事実をもつて証明したのである。

輝しい六十年代

斯くして諸賢は本誌によつて永遠に続けられるパ社の映画製作についての実態を知り、更に曾つて例をみない程充実したその製作計画によつてウエルトナー氏が来るべき幾年かを「輝しき六十年代」と呼んだ理由を了解されるであろう。

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パーキンス社長豪洲から東洋へ

パラマウント・インターナショナル社長ジエームス・E・パーキンス氏は目下豪洲、新西蘭及び東洋各地を歴訪中で、同氏はウエルトナー氏がパ社の作品と製作方針に関してアメリカの工業界及び業界紙に対して行つた発表についての詳細を親しく説明することになつている。



HONGKONG - Playing "The Buccaneer" day-and-date with the King's, a different style of front-of-house display was used by the Princess. But it made no difference: they had to use the 'House Full' sign all the time, too!



PARAMOUNT'S CAMERA IN THE FAR EAST

"Thunder in the Sun" proved to be a magnificent grosser during its 16-day run at the Grand Theatre in Bangkok. Compared with Susan Hayward's other starring films (according to Paramount Manager Chana Chaikijkarana), "Thunder In the Sun" outgrossed "I Want To Live" by 76% and "Woman Obsessed" by 71%.



SAIGON, Vietnam - The Oscar Theatre certainly made the house a blaze of light and excitement when Jerry Lewis in "Rock-A-Bye Baby" was the attraction recently. The Oscar Theatre is in Cholon.

Paramount Manager Yuan Kao reports that the Jerry Lewis comedy was released simultaneously - and with enormous success - at the recently renovated Eden, and the Kinh-Do Theatres, both in Saigon. Publicity books covering all of these engagements are en route to New York.

TAIPEI, Taiwan - Exterior of the fabulous Shin Sheng Theatre with its unprecedented display for "The Buccaneer."

We ask in all seriousness if you have ever seen a front-of-house display anywhere with the showmanship impact that the Shin Sheng delivers. It must be a whiz, for the opening day of "The Buccaneer" set up a new 'highest record of net receipts' for any opening day of 1959.



HOLLYWOOD - One of the most important recent official visits made to Paramount Studios was that of the Honourable Shri Morarji Desai, Minister of Finance, Government of India. He is shown here, third from left, in one of the executive offices. Reading from left: Mr.A.K.Roy, Finance Secretary, Gov't of India; Paramount Vice-President Jacob H. Karp, in charge of the Studio; The Honourable Shri Morarji Desai; Mr. B.K.Nehru, Commissioner-General for Economic Affairs, India, at Washington; Paramount Vice-President Y. Frank Freeman; Mr. C.J.Stracey, Consul-General of India at San Francisco. The distinguished visitors toured the studio and also were entertained at lunch in the commissary. At right His Excellency the Finance Minister is shown between Jack Oakie, right, and Director Robert Mulligan, on the set of the Perlberg-Seaton production, "The Rat Race."







HONGKONG - Above and at left are day and night shots of the superlative showmanship which drew overwhelming throngs to King's Theatre to enjoy "The Buccaneer" and to make the use of the 'House Full' sign mandatory at least every, and in some instances, several times daily. ("The Buccaneer" played day-and date at the Princess. See upper left-hand corner of this page).

MANILA - Banner for the eyes of all exhibitors visiting Paramount headquarters here tells that December, January, February represent a testimonial period honoring Far East Supervisor S.A.Henriksen.

The three Paramounteers shown in scene are, from left: Mrs. Concha P.Tuason, Miss Tina Chuidian and Mr. Emilio Villanueva.



本期要目是新片報導

從這期封面的照片及封底的報導，我們都可見到是介紹新片——這是我們最好的消息，報導已經拍成的佳片，或尚在攝製中的作品，及已籌劃攝製的巨片。

魏德納先生使此計劃更燦爛，並給以龐大和統一的目標，爲本公司空前之舉。他將啓發全球各地的發行負責人，協力進行。他以前曾對推行『戰爭與和平』(War and Peace)和『暴風雨』(Tempest)等巨片，均有很大成就。

他最近去歐洲，我們上期已有特殊報導，他回來後接着去了我們的攝影場，使他的計劃更充實。在訪問歐洲和攝影場之間，又在紐約開了一次重要的業務會議，招待新聞界，他宣佈三十四部新片的大綱，至於各片的詳細情形，現在本期『派拉蒙世界』中刊載。

在那次招待記者的會議幾天之後，他在支加哥『美國戲院業主大會』提出計劃，其中很簡單的證明派拉蒙是目前和將來一直最全心全力從事於製片及發行的機構，後來他又去攝影場，親自證明他的宣言無誤。

所以你看到本期內容時，你們將清楚的看到一串優秀新片的紀錄，同時你們將明白你們是預先看到了這些你們從未見過的佳片的預告。因此，你們也將知道爲什麽魏德納先生要宣佈明年是『成功的六十年代』。

同時，派拉蒙國際影片公司總裁詹姆士·潘京士先生已首途赴澳洲、紐西蘭，及遠東各地，將親自把魏德納先生給美國戲院的影片消息給以上各地的戲院業人士及新聞記者。

☆ ☆ ☆

☆ ☆ ☆

HONGKONG HAILS "THE BUCCANEER"



HONGKONG - This type of advertising panel was used at both the HK and Kowloon ends of the Star Ferry run which is used by an average of 100,000 passengers daily. It supplemented the comprehensive radio coverage of the picture by Radio Hongkong, Rediffusion and Commercial Radio, plus the constant playing of the film's record. The whole campaign made "The Buccaneer" extraordinarily well known in the Hongkong area.



CHOLON,Vietnam - On the page preceding is a spectacular night view, with vast crowds, of the Oscar Theatre when the Jerry Lewis comedy, "Rock-A-Bye Baby" was the attraction. Here is the Oscar, minus crowds in order that the showmanship display might be seen.



MANILA, Philippines - This is Miss Charito Solis, star in LVN Films of the Philippines. She was one of the luminaries tested recently for the role of 'Suzie' in Ray Stark's Paramount production, "The World of Suzie Wong."



HOLLYWOOD - Tony Curtis (l.) welcomes to the set of "The Rat Race," Mr. and Mrs. Peter Lim and their daughter. Mr. Lim is a prominent business man of Manila, Philippines Republic.



OSAKA, Japan - "Last Train From Gun Hill" was a massive success here, playing day and date in several theatres. Here are the Nangai Gekijo (left) and Kitano Gekijo with their very special displays for the important Hal Wallis production.

Continuing Report on the "Successful Sixties"

(Continued from Page 3)

spirited "Jack the Ripper" luncheon, which is already reported in detail in this issue, but about which it may be said again -- "This was a Ripper-snortin' function, quite unforgettable."

The New York sales meeting was held in the Board Room for two days, November 23, 24.

In attendance at the Home Office meeting, in addition to Mr. Weltner, and Eastern Sales Manager Hugh Owen, who hosted the meeting, were the following representatives from the field:

John Moore, Gordon Bradley, Ulrik Smith, Dan Houlihan, Michael Jusko, Donald Hicks, Lawrence Terrell, Gene Jacobs, Herbert Gillis, Foster Hotard, Fred Mathis, Myron Sattler, Nat Stern, William Holliday, Gasper Urban, Howard Nicholson, Henry Germaine, Kip Smiley, Gordon Bugie, William Meier, William Word.

Home Office was represented by Jerome Pickman, Robert J. Rubin, Edmund C. DeBerry, Martin S. Davis, Howard Minsky, Joseph Friedman, Fred Leroy, Arthur Dunne, Ben Shectman, Edward Chumley, Sam Sigman, Dave Judson, Harold Rand.

It was the third successive meeting of this type, and it was the concensus of all attendees that this was the topper of them all. Realism and incisiveness were the keynotes, and a great many massive problems were tackled and despatched. These included Short Features (Howard Minsky), "The Ten Commandments" (Ed Chumley), "Jack the Ripper" (Joseph Levine and aides), the Product Picture-by-Picture (George Weltner, by theme, and Jerome Pickman, for advertising), "Li'l Abner" (Martin Davis and Joseph Friedman).

Vice-president Hugh Owen was host of the meeting and saw to it that it retained the tempo which characterizes all of his sales meetings.

Vice-president Sidney G. Deneau hosted the Chicago meeting (also the Los Angeles one which we will picture next month), and the wonderful tempo set in New York was maintained on the shores of Lake Michigan.



NEW YORK - Power unit of the first of the three national sales meetings. George Weltner is flanked at right by Hugh Owen and Edmund DeBerry. At left can be seen (from top) Max Balaban, Fred Mathis, Jacksonville Branch Manager; Eugene Jacobs, Pittsburgh Branch Manager.

CHICAGO: SECOND MEETING



CHICAGO - Rapt attention at the head table as one of the branch managers raised a point in connection with "Jack the Ripper." From l. to r.: Howard Minsky, George Weltner, Joseph Levine, Sidney G. Deneau, Jack Perley.



CHICAGO - In this group, from left: Tom Duane, Detroit Branch Manager; Dick Frank, Des Moines Branch Manager; Howard DeTamble, Indianapolis Branch Manager; Harry Hamburg, Kansas City Branch Manager; Buck Weaver, Oklahoma Resident Manager; Edward Chumley, Manager of "Ten Commandments" Sales and Distribution; Frank Rule, Dallas Branch Manager; Tom Bridge, Southwestern Division Manager.

(ANOTHER PICTURE ON PAGE 18)

Cover of the November 21st Motion Picture Herald proclaimed "Paramount Makes LI'L ABNER Come Alive."

Inside the issue was an 8-page supplement devoted, in true showmanship fashion, to the the proposition that "Li'l Abner" is "The Biggest Pre-Sold Property in Film Industry History." The insert also headlined "Li'l Abner" as "The Picture With a 3 Million Dollar Preview."

Astute Paramount showmen everywhere will latch onto this insert with its proud claims and valuable context of showmanship.



CHICAGO - George Weltner and Jerome Pickman arrive here for second of three dynamic sales conferences on product, sales and "Jack the Ripper."



CHICAGO - Because of a photographic quirk, the only way to get Harry Haas, St. Louis Branch Manager represented here, is by this 'excerpt' from one of the groups. He is shown here at the right of Des Moines Branch Manager Dick Frank.

"Success in the '60s"

ON THE basis of his recent travels both abroad and in the United States, and drawing on his 37 years of motion picture industry experience, George Weltner, Paramount vice-president in charge of worldwide sales, recently predicted "success in the 1960s." Mr. Weltner said, "I have sensed a leveling off and an upturn in the world situation as it affects motion pictures." The Paramount executive believes that there now is a much more forward-looking attitude on the part of both producers and exhibitors. He cited the tremendous activity in the studios in a number of foreign capitals and also the increased "progressive thinking . . . cooperation and optimism" expressed by American exhibitors.

—Martin Quigley, Jr.

Another editorial attesting to the sterling worth of Mr. Weltner's product announcement. This one appeared in Motion Picture Herald.

Common sense is the measure of the possible.
Frédéric Amiel


This "One-Eyed-Jack" lived by his own set of standards, his own code of morals, his own profession of faith,his own brand of loyalty..... until....something bigger than him smashed into his life!!

PARAMOUNT EVENTS IN EUROPE SHOWN



CAIRO, Egypt - This is what the Radio Cinema does in the forecourt of the theatre for the coming attraction - in this instance, Paramount's "The Trap." Cutout of the two figures is 30-ft high.



CAIRO - But when the Radio Theatre got "Tarzan's Greatest Adventure" the height limit was lifted, and this time the figure was 40 feet high - and the box-office receipts were lifted proportionately.

Continental General Manager John B. Nathan reports receiving word from Boris Jankolovics, Supervisor for Germany and Belgium, to the effect that "Houseboat" had opened the new Munich theatre, City Filmpalast, with great success.

House had a brilliant premiere audience of government and city officials, journalists, editors, film stars and that always important adjunct, paying patrons, and all joined in ringing applause for the Cary Grant-Sophia Loren comedy.



SEVILLA, Spain - Sevilla's top exhibitor, Sr. Artacho, called this contract-signing "an historic moment." He called it this because, in his own words, "...never before had a film company offered such wonderful product as Paramount is offering this year in Spain, and never before in the history of my own motion picture business have I signed a contract covering such an amount(*) as is represented by this contract."

Shown in the picture, reading from left,are: Manuel Sanchez, Sevilla branch manager; Jose Xaubet, Paramount Sales Manager; Sr. Artacho; Sr. Artacho,Jr.; District Manager Frank A.Siter.

(*) In minimum guarantees.



TEL-AVIV, Israel -- Exterior of the Cinema Ophir where the Dino DeLaurentiis-Paramount production, "Tempest," premiered recently to a conspicuous success. People in the foreground are hopefully seeking tickets, even though the box-office has closed. At right the Italian Cultural Attache, Count S. Gattegno congratulates Paramount Manager Ladislav Koch (r.) on the greatness of the motion picture.



STOCKHOLM - The Swedish 'cossacks,' touring the city in the interests of "Tempest," pass the Saga Theatre where the film was being so successfully shown.

RIGHT

BERLIN - Producer George Seaton and star William Holden on a spot where much of the action of "The Counterfeit Traitor" transpires. Berlin was not divided at the time of the story.



COLOGNE, Germany -- One of the most compelling and beautiful outdoor advertisements for a motion picture that we have ever reported. It is on Cologne's busiest square, Rudolphsplatz, and was created by the Theater am Rudolfplatz for "Houseboat," itself a most successful film in all German showings.



BARCELONA, Spain - This is the head of the queue waiting to see "Vertigo" at the Fantasio Theatre. When you get to Page 28 you will see more of the same queue, and will note that it completely encircles an entire massive city block. That's how they like Alfred Hitchcock in Spain.



BOBBY DARIN, under contract to Paramount, and one of the nation's top recording stars, has just been voted "The Best New Artist of 1959" in the annual poll of the National Academy of Recording Arts and Sciences.

The studio expects to announce his first picture for Paramount shortly.



Tony Curtis plays an ambitious young musician in "The Rat Race," and director Robert Mulligan makes sure that what Tony is shown playing, he really plays. Mulligan is renowned as a realist.



NEW YORK CITY - Two of the principals of "Li'l Abner" attend the special preview of the film at the Roxy Theatre. They are Billie Hayes and Peter Palmer. She plays his mother in the rib-ticklin' musical comedy based on Al Capp's comic strip.



THE CHICAGO CONFERENCE

(Continued from Page 15)



CHICAGO - Among those from the Chicago and Dallas divisions attending the meeting on Dec. 1st were, from left: Al Taylor, Midwestern Division Manager; Jess McBride, Minneapolis Branch Manager; Howard DeTamble, Indianapolis Branch Manager; Bob Allen, Chicago Branch Manager; Ward Pennington, Milwaukee Resident Manager; Tom Duane, Detroit Branch Manager.



NEW ORLEANS CELEBRATIONS

(Top) Mrs. Edgar Shinn, at left, beams as Ed reads telegram from the WOMPI's of New Orleans congratulating him on his 40th Paramount anniversary. In the next scene she more than beams. In lower-left are Mrs.Shinn,Booker Irma Rogers, Ed Shinn, Branch Manager Bill Holliday, Lorraine Lott,Ledger Clerk; Connie Aufdemorte (wife of Salesman Milt Aufdemorte). Lower-right: Joan Escarra (secretary to Branch Manager), Ed and Mrs. Shinn, Booker Eddie Richard and Connie Aufdemorte. They are puzzling over opening the suitcase presented to Ed. This was one Paramount opening that took two weeks to happen.

CONTINUED FROM PAGE 6

Our bookers and salesmen are now working towards making the month of December one of our biggest for "Booker-Salesman" month. The New Orleans Branch had the pleasure of a visit from Mr. Ed DeBerry, here for a sales meeting. Mr. DeBerry used to work in the New Orleans office and we, who hadn't met him before, thoroughly enjoyed his visit. Mr. Bradley, whom we always enjoy seeing, accompanied Mr. DeBerry.

Della Jean Favre, Assistant Cashier, is sort of sad. Her only son, Butch, is now a member of the U. S. Air Force and is undergoing basic training in Texas.

We wish to introduce Miss Beverly Laiche, newest addition to our Paramount family. Beverly is a ledger clerk in the accounting department.

Happy Birthday to Elaine Montalbano, ledger clerk, who celebrated her birthday Monday, November 9.

--Clyde Daigle and Joan Escarra

CHARLOTTE While we haven't broken CAREER in this territory as yet, we are looking forward to the openings with great anticipation. With a cast that just 'can't be beat', we feel we have another block-buster in the offing.

With the saturation of SAMSON AND DELILAH coming up on January 20, it looks like the exhibitors in the Carolinas will have another Christmas in January. All reports from the territories where SAMSON has already played indicate that the picture will roll up grosses far in excess of those of current new pictures.

We are looking forward to top results with LI'L ABNER. When people talk of pre-sel-

(Continued on Page 24)

A Farewell to Fannie

CINCINNATI - On Friday, October 30th, the Paramount Pep Club of Cincinnati gave a farewell dinner party for Mrs. Fannie Voss, Head Inspectress, at the Variety Club in the Hotel Metropole. Fannie retired after 43½ years of magnificent Paramount service. Of course the party was a huge success.

Guests included Mr. and Mrs. Charles Michaels (Fannie's daughter and son-in-law) and Mr. Charles Meyers (Fannie's brother). Fannie was presented with a gold clock inscribed with the years of her service - "1916-1959". A picture of Branch Manager Don Hicks making the presentation to Fannie appeared in all our local newspapers. Many top Home Office executives wired Fannie good wishes. We of Cincinnati all wish Fannie Good Luck, Good Health, and Great Happiness in her years of retirement.

-Lillian Ahern





Gay moments in the Cincinnati Branch as Mrs. Fannie Voss is honored for her 43 years of devoted service. At left: Mrs. Voss is presented with a gold inscribed clock by Branch Manager Don Hicks. Standing to left is Charles Scully. In rear is Mrs. Don Hicks. Then Sales Manager William Meier and Salesman Kip Smiley. In picture at right, Fannie receives a box of old 'souvenirs' - film reels, and such. Don Hicks at left rear, Salesman Vincent Kramer at right.

"A TOUCH OF LARCENY" WAS MADE 'STRICTLY FOR FUN' - AND IT SURELY DELIVERS!!



IT BEGINS with a jest between a British naval officer who doesn't speak Russian, and a Soviet naval officer who hasn't a single English word in his system. The jest becomes a prank, and the prank snowballs into a situation which is most happy for the audience, for they know what it is all about. Mixed into it all is a most delicious love affair involving James Mason (who is now revealed as a top comedian), Vera Miles (who always has been lovely), and George Sanders (who is always so magnificently arrogant).





The longest voyage begins with the first paddle --- and where this tiny craft is taking the amorous couple interpreted by Vera Miles and James Mason is nobody's business. Nobody, that is, excepting the tens of millions of film fans who are going to get a wallop of joy out of this quite hilarious comedy romance.



Here is the planting of the 'goofy mystery.' A British naval officer in mufti, his brief case indicating that he is 'On Her Majesty's Service,' and a 'restricted' USSR vessel in the background. His suspicion-planting is a masterpiece; so good, in fact, it is almost his undoing.

This poor 'castaway,' for whom all the world is looking, is actually on a Scottish 'atoll' so close to all of his seekers that not a blessed one of them can find him. It's one of the funniest film sequences in years.



Saying the wrong thing at the right moment after a game of squash can lead to cataclysmic complications - which is just what James Mason wants to lead George Sanders into.



RIGHT

Not only is James Mason an accomplished comic in this gay and rollicking film - he's also a romantic — with lovely Vera Miles the object of his affections, and attentions.

Ivan Foxwell, producer of "A Touch of Larceny," has been signed to a Paramount contract. He will begin his first production in Hollywood in February.

TWO PAGES OF HIGHLIGHTS OF



A U D R E Y H E P B U R N will make two pictures for Paramount in 1960 -- certainly a wonderful contribution to the 'Successful '60s."

In February, Miss Hepburn will commence a production for Hal Wallis. It is presently untitled, but the screenplay has already been completed by the noted writer, Sidney Sheldon.

Immediately following her assignment in the Hal Wallis picture, Miss Hepburn will begin her starring role in Alfred Hitchcock's production, "No Bail For the Judge," which is slated for mid-summer location filming in England, with interiors to be shot at Paramount Studios in Hollywood.



Maurice Chevalier is a star who gives a delightful performance in "A Breath of Scandal," with Sophia Loren, John Gavin and Angela Lansbury.



Just a reminder here about William Holden and his participation in the 'Successful '60s'. There is much more about him and his two great films - "The World of Suzie Wong" and "The Counterfeit Traitor" -- on Page 7 of this issue.

Stunning scenes from "Jovanka and the Others" are on Page 37.



"One-Eyed Jacks" continues to imbue us with the conviction that it will be one of the pure sensations of our industry for all time. Marlon Brando and (in background) Karl Malden, appear to have etched on film a brace of truly unforgettable characterizations.



RIGHT

Two of the five principals involved in the making of Alfred Hitchcock's "Psycho," one of the most suspenseful pictures of all time. You will readily recognize the two as Hitch, himself, and Anthony Perkins. The other three who'll have top roles in the thriller are Vera Miles, Janet Leigh and John Gavin. In all, a really 'sock' Hitchcock cast.



This intimate interlude between Sophia Loren and John Gavin might well be the scene that gave "Breath of Scandal" its provocative title. The locale is a castle, Sophia is a titled lady and John Gavin is an American business man - but as far as we can see, this is no official example of Lend-Lease. However we do hear that it is an exceedingly funny film, with Maurice Chevalier, Angela Lansbury and Ursula Jeans contributing to the rich and racy fun.

UPCOMING PARAMOUNT PRODUCT



PARAMOUNT STARS OF TOMORROW - some of whom already have qualified. Group picture was made at the Sherman Hotel in Chicago, where the five Paramount 'lovelies' attended the convention of the Theatre Owners of America (at which Mr. Weltner was a key speaker).

Reading from left: Leslie Parrish, Stella Stevens (both are wonderful in "Li'l Abner"); Joan Blackman (glorious in "Career," and alluring in "Visit To A Small Planet"); Barbara Lawson; and Dolores Hart (who was superb in both Elvis Presley pictures, and has just had a triumphant year on Broadway in "The Pleasure of His Company," which is to commence becoming a Paramount picture in February).



Jerry Lewis in the title role of "CinderFella," and Anna Maria Alberghetti as 'Princess Sharmein' in a cute switch of the seconds-before-midnight incident in the world-famous fairy tale.

BELOW

The same scene a few seconds later when "CinderFella" dashes up the steps of the 'Palace,' fully aware of what is going to happen at midnight.



Now two years older than when she was signed as leading woman for Marlon Brando in his personally directed "One-Eyed Jacks," Pina Pellicer is one of the most eagerly awaited screen personalities in years.

As for "One-Eyed Jacks," no Paramount film ever has been awaited with more breathless interest.

"Circus Stars" has been set definitely as the title of the Russian production which Paramount will release and distribute in the domestic market in 1960. Production formerly was known as "Circus Artists."





Clark Gable as an American lawyer begins to learn the truth about a Neapolitan girl played by Sophia Loren in "Bay of Naples."

BELOW

Tony Curtis and Debbie Reynolds, as a couple of unconventional seekers of fame and moderate fortune in New York are surprised in their hideaway by Don Rickles and an unidentified player in Perlberg-Seaton's "The Rat Race."





HOLLYWOOD - The Honourable Shri Morarji Desai, Minister of Finance, Government of India, meets his host at the Paramount Studio, Jacob H. Karp, Vice-President in Charge of the Studio. (Other pictures on pages 2 and 13).

INTERNATIONAL PERSONALITIES IN PARAMOUNT FILM EVENTS



LISBON, Portugal - One of the important cities visited by Mr. George Weltner on his recent visit to Europe was the beautiful capital of Portugal. Here he is being met by Manager Emilio Prister (r.) at Lisbon Airport.



NEW YORK - Gypsy Rose Lee, Adolph Zukor and, at left, Eugene Picker, President of the Loew Theatre Circuit. Scene is the "Jack the Ripper" luncheon. The spare hands? Jack the Ripper's, eh what!



PARIS - In a conference on the script of the forthcoming "World of Suzie Wong," star William Holden and director Jean Negulesco make sure that the Hongkong-locaJed production will have its share of comedy.



FRANKFURT - A toast to the new Paramount product in the Pan-American Clipper Club at the Rhein-Main Airport. Participants are William Holden, at left; European publicity and advertising director Charles P.Juroe,in centre; and Boris Jankolovics, supervisor for Germany and Belgium. Occasion was Bill Holden's arrival in transit after his location survey in Berlin connected with the forthcoming production of "The Counterfeit Traitor."



PHILADELPHIA - Represented here is a total of 161 years of devoted service in the Paramount branch here. From left are Branch Manager Ulrik Smith (45 years), Evelyn Moore, PBX Operator (35), Salesman Ralph Garman (41), Booker Matty Judge (40). Occasion was the honoring of Ulrik Smith for his 45 years.



HOLLYWOOD - Tony Curtis plays host on the set of "The Rat Race" to Dr. Domenico Porzio, Managing Director of the celebrated publication, Oggi, of Milan, Italy. Dr. Porzio is also literary critic of Oggi,and has been touring the United States as guest of the US State Department.



NEW YORK - Writing in the Journal of the American Association of Industrial Nurses, Sally M. Kreger,R. N.(above), describes a collection of source materials available for nursing schools and industrial firms concerned with teaching occupational health nursing to student nurses.Mrs.Kreger's article."Portfolio of Guidance Materials on Occupational Health Nursing," appears in the current issue of the Journal, which is the official publication of the national industrial nursing specialty group.

Mrs. Kreger, Charge Nurse for Paramount Pictures Corporation of New York, is Chairman of the Committee on Education of the Greater New York Association of Industrial Nurses, the group which has issued the guidance portfolios.





HOLLYWOOD - When Hedda Hopper, Filmland's eminent columnist first met Dot Records' new singing star, Nick Todd (above), she leaned back in her swivel chair, raised her chapeau-covered head and wise-cracked: "F'Gawd's sake, boy, you're handsome! Now don't tell me you sing, too."

Modestly, but with pride, the young singer answered: "I think I can sing and I hope people will like me as an entertainer."

(So do we, since Dot Records is an important Division of Paramount Pictures Corporation).



HOLLYWOOD - On the set of "Visit To A Small Planet," Jerry Lewis is interviewed by Doss Mahfouz, correspondent for 'Watani,' of Cairo,Egypt.

NEW HAVEN, Conn. - Fess Parker, co-star of "The Jayhawkers," indicates a passage in the film's book to New Haven Sales Manager Henry Germaine. Looking on are New England Field Representative Arnold Van Leer, extreme left, and Jim Darby, Manager of New Haven's Paramount Theatre.

SUPERB SHOWMANSHIP LUNCHEON IS "JACK THE RIPPER" STARTING GUN DAGGER



This was the menu for Joe Levine's "Jack The Ripper" luncheon at New York's swank Plaza Hotel --- drops of blood oozing from a silver dagger. Idea was the invention of Mrs. Levine, who is certainly a show-minded lady of great charm. (She was present at the luncheon to see at first hand the remarkably effective send-off the picture received.

From the moment of entering the Terrace Room of New York's Plaza Hotel on November 23rd, for the "Jack the Ripper" luncheon, one sensed the presence of a master showman. The red-skirted damozels serving 'Bloody Mary' cocktails; blood-red candles on the tables that really dripped; the dagger menus pictured above; the display of $1,000,000 in actual currency; the presence of Miss Gypsy Rose Lee; the playing of some of the new musical score directly from Hollywood; raucous newsboys delivering copies of the Police Gazette --- and a host of other touches to show that the haemoglobin of showmanship is really touching 98 these days, at least so far as relates to "Jack the Ripper."





This is the same actual money shown on our cover --- the One Thousand $1,000 bills. Joseph E. Levine looks more or less placid -- he knows he has to return the money; George Jessel wishes he wouldn't.



The Plaza luncheon was followed immediately by a "Jack the Ripper" sales and advertising session in the Board Room at Home Office, with all of the representatives of Eastern Sales Manager Hugh Owen's territory in attendance. It was a surefire, stimulating session.

Showmanship section of the meeting was conducted by Eddie Solomon (right at board), Budd Rogers (left) and Monroe Greenthal of Mr. Levine's Embassy Pictures showmanship division. Seated at top right, facing the speakers, are George Weltner and Hugh Owen. Seated second from front at left, is Joseph Levine. Immediately ahead of him is Jerome Pickman. At top far left is Martin S. Davis.



SHOWMAN SPEAKS TO SALESMEN ..AND TWO FORCES FUZE FOR ACTION!

The invitation to this luncheon went forth in a showmanship package that compelled attention. First there was a white box covered with bloody finger-prints. Inside was a doctor's kit containing a stethescope. But driven clear into the kit was a bloodstained (rubber) dagger, which at the same time impaled the invitation to the doctor's bag. The invitation ended on a scrawled handwritten message reading:

"You bloody well better be there!"

Cowed, ashen-faced and shaking in our boots - we were there! Abso-bloody-lutely we were there!

Paramount World-wide Sales Manager George Weltner and Master Showman Joe Levine give wordless testimony to the success of the "Jack the Ripper" luncheon. Special guest Gypsy Rose Lee and Toastmaster George Jessel in the background appear to be more vocal.



Clark Gable, star of Perlberg-Seaton's "But Not For Me" and the upcoming Shavelson-Rose production, "Bay of Naples," is the subject of a 2-page layout titled "Custom Tailored For Clark Gable" in the December issue of Gentlemen's Quarterly, the fashion magazine for men. The GQ article describes Gable as "one of Hollywood's best-dressed men, as well as one of its indisputably great stars," and gives full credit to his two latest Paramount pictures.

****

Clark Gable brushes his teeth with bourbon in "Bay of Naples," in which he co-stars with Sophia Loren.

Gable plays a typical tourist who doesn't trust the water on Capri and, having nothing else handy, resorts to the standard American beverage with hilarious results.



CHARLOTTE BRANCH NEWS

CONTINUED FROM PAGE 18

ling pictures, we can't think of any picture that is better pre-sold than LI'L ABNER. People from 9 to 90 read the comics, so LI'L ABNER is certainly no stranger to anyone.

Our entire office force is working like a bunch of beavers to try to keep up our billings for December so that we can wind up 1959 in a blaze of business.

--B.A. Slaughter, Jr.

CHICAGO Lately we have had a lot of other excitement in the office. First came the news that Lois Lucas, secretary to Branch Manager Allen, would be retiring to await a scheduled visit by the stork.

And then Dorothy Thom became Mrs. Jim Makris. It was a beautiful wedding, attended by many in the office. Following a honeymoon trip through the State of Michigan, Dorothy is now back at work. Incidentally, on this trip Dorothy slipped and fell, and sprained her ankle - which is no way of starting married life.... ..We also have another newly-wed in the office. It seems that Ev Olsen sneaked away on his vacation, went down South and came back with a bride. Best wishes to both the Makris' and the Olsens.

We welcome Del Paholke, Mr. Olsen's new secretary. Hope you'll like it with us, Del. We were sorry that Carroll Baker, who was in town to plug BUT NOT FOR ME could not spare the time and visit us in the office. According to local papers, Miss Baker made many friends for Paramount.

--Hannah Kiseman

PHILADELPHIA On Friday the 13th of November, the Philadelphia Branch honored Branch Manager Smith on the occasion of his 45th Anniversary with Paramount.

When Ulrik arrived at the office, he was greeted with a beautiful floral display from the boys and girls in the office. The phones were ringing all morning with "well-wishing" calls from friends in every section of the area. A surprise luncheon was tendered Ulrik at the Broadwood Hotel by the Salesmen and Bookers. In attendance also were Mike Weiss, Field Representative, and John G. Moore, Mid-Eastern Division Manager.

Ulrik was also the recipient of a gift of cuff links and clasp from the Branch, and needless to say, it was a day to be remembered, and we're sure the boss knows the warm feeling his co-workers have for him.

--John Kane

PHILADELPHIA - Below are some of Johnny Kane's pictures of the honor luncheon tendered to Branch Manager Ulrik Smith, by his fellow workers, on the occasion of his 45th Paramount anniversary. In the first picture, Salesman Ralph Garman (centre) is presenting to Ulrik the gift of gold cuff links. Lower left is Booker Matty Judge. In centre picture are, from top centre, Ralph Garman, Jim Winters, Matty Judge, Ulrik Smith, Cashier Bob Thompson, Office Manager-Head Booker Tony Lomonaco. Picture at right, reading from left: Mike Grady, Cashier Assistant; Booker Stanley Smithers, Salesman Harry Dressler, Exploiteer Mike Weiss, Division Manager John Moore.

WASHINGTON D.C. We are looking forward with great enthusiasm for big business with SAMSON AND DELILAH and our Christmas release, "LI'L ABNER."

Mrs. Cecilia Shanholtz, Booker's Clerk, is walking on air after receiving the good news that she became a grandmother (a young one) to a bouncing baby boy born to her daughter, Betty, who resides in San Antonio, Texas.

Mr. Ricardo Tovar, home office representative, is spending several days in our branch. It's nice to see him after a lapse of four years.

Recent branch visitors have been Mr. George Schur and Mr. Tom Bowden, the latter a representative from Sydney, Australia. We enjoyed very much having a visitor from "down under".

We extend our best wishes to Branch Manager Herb Gillis, who has recently moved into a new home.....It may seem a bit early, but everyone in Washington sends their best wishes for a "Merry Christmas" and a "Happy New Year" to all the Paramounteers throughout the world.

--William Fischer

ST. LOUIS The saturation of SAMSON AND DELILAH in the St. Louis territory was nothing short of sensational - in many instances outgrossing the original engagements!

Recently we had a Red Carpet Preview of LI'L ABNER and the consenses of opinion seems to be that we have another big hit. Claire Slade, stenographer in the booking department, had previously seen both the stage play and the Muny Opera productions, and said the picture was much better than the other versions.

We all seem to have caught the JACK THE RIPPER fever and look forward to doing outstanding business on it.

Personnel news - Bill Sharpe, our suave salesman, took his son Billy to see his almamater play football at Champaign, Ill. Michigan came through for him and won the game!

Ruth Shurnas, assistant cashier, is Paramount's candidate for the title of Miss Film Row, which will be decided at the Missouri-Illinois Theatre Owners Convention to be held in St. Louis on November 30th. The prize is a trip to Las Vegas, Nevada.

Inasmuch as you may not hear from us until after the holidays, we want to take this opportunity to wish everyone a MERRY CHRISTMAS and a HAPPY NEW YEAR.

-- Jane Smoller







One of the finest and most useful services of publicity and news emanating from New York and covering the world is Editor's Hollywood Feature Service, prepared by Paul Ackerman's international publicity department from material supplied by the studio.

Its effectiveness is proven constantly, the most recent example being a massive publicity clippings book just received from Amsterdam. It contains not only hundreds of extensive newspaper clippings from a country where space in the press is at a premium, but also tributes from many Dutch editors testifying to the usefulness of the material, and the fine cooperation of Paramount Manager Wijsmuller's constant help in making sure that the supply of editorial material is maintained.

ONS PRODUCT VORMT DE GRONDTOON VAN ONS NUMMER VAN DEZE MAAND

* * * *

Ja, van de foto op onze frontpagina tot en met de mededeling op de achterkant is dit hele nummer deze keer gewijd aan ons product - met enthousiaste berichten over prima films die kortgeleden voltooid werden, films in productie, en films waarvoor productieplannen bestaan.

Mr. Weltner heeft zich volledig voor deze productie-campagne ingezet met een intensiteit en een doelbewustheid, zoals nimmer tevoren in de geschiedenis van onze maatschappij is voorgekomen. Hij heeft naar dit doel gewerkt vanaf het moment dat hij de functie aangenomen heeft van sales manager voor de gehele wereld, en tot de hoogtepunten van zijn succes behoren zeker de schitterende resultaten van "Oorlog en Vrede", "Tempest" en vele andere.



One of the many humorous interludes in the newest Jerry Lewis comedy, "CinderFella." Pictured from the left, Robert Hutton, Judith Anderson, Jerry Lewis and Henry Silva. Hutton and Silva are playing "the two ugly brothers" as 'opposites' to the 'ugly sisters' of the renowned fairy tale.

Zijn recente reis naar Europa, waarover wij vorige maand verslag deden, gevolgd door zijn bezoek aan de studio, hebben er mede toe bijgedragen dit plan tot uitvoering te brengen. En tussen de Europese en studio bezoeken door vond zijn gedenkwaardige persconferentie in New York plaats, waarbij hij een toelichting gaf op de 34 films, waarvan U in dit nummer van Paramount World de details kunt aantreffen.

Slechts enkele dagen na deze persconferentie was hij tevens een van de verkoopleiders uit het bedrijf, die deelnamen aan de conventie van Bioscoop Eigenaren van Amerika in Chicago, bij welke gelegenheid hij de duidelijke, simpele bekrachtiging gaf van het feit dat Paramount vooraan gaat in het maken en distribueren van films en, wat meer zegt, vastbesloten is zich geheel in te zetten om aan de top te blijven. Vervolgens ging hij naar de xxxxx studio om te verifiëren dat zijn verklaringen wel degelijk op juiste feiten gebaseerd zijn.

Als U dit nummer dus leest, weet dan dat U een document leest betrekking hebbend op de bestendigheid van onze productie. Weet, dat U een inleiding leest tot het beste productie-programma dat U ooit onder ogen zal komen. En, boven alles uit, weet thans met zekerheid waarom Mr.Weltner de komende jaren aangekondigd heeft als "The Successful Sixties".

Ondertussen is James E.Perkins, president van Paramount International Films, op een reis door Australië, Nieuw Zeeland en het Oosten om persoonlijk de boodschap over productie en bestendigheid, welke Mr.Weltner aan het Amerikaanse bedrijf en pers door gaf, uit te dragen.



CHICAGO - Jerry Lewis ruefully braves a Chicago snowstorm as he arrives to attend the Convention of the Theatre Owners of America (and to be honored as The Top Star of 1959). Said he between icy gasps: "Wonder if this is what they mean by a 'Visit To A Small Planet'."

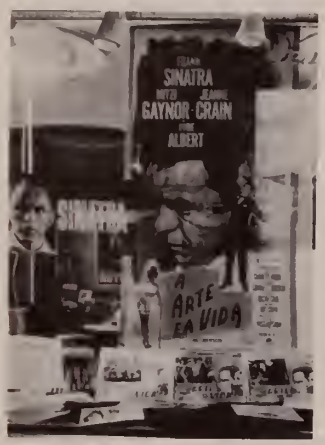
SUPERLATIVE SHOWMANSHIP IN JAPAN FOR "THE TEN COMMANDMENTS"





These two views show the impressive float for "The Ten Commandments" created by the Takaoka Gekijo in Takaoka, and placed spectacularly in the Takaoka Festival Parade. The float carried the Cecil B. DeMille production's title, the name of the theatre and the release date.

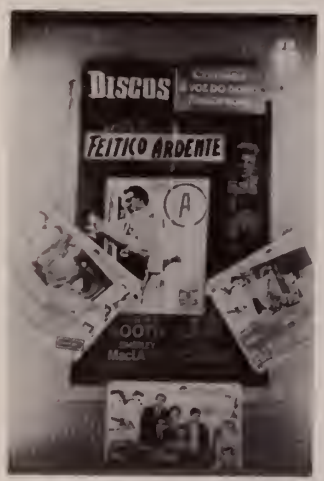
When we are planning for posterity, we ought to remember that virtue is not hereditary.
Thomas Paine



LISBON - Frank Sinatra's "The Joker Is Wild" was a natural for this fine window display in the celebratad music shop of Valentim De Carvalho.

Finding a way to live the simple life today is man's most complicated task.
Henry A. Courtney

No man can be provident of his time who is not prudent in the choice of his company.
Jeremy Taylor



LISBON - Since record stores are so popular in this city, they afford excellent tie-up locations for films. Thus "Hot Spell" was awarded this fine window space in the establishment of Snatos Beirao when the picture was playing at the Imperio here.

O PRODUTO É NOTA DOMINANTE DESTA EDIÇÃO. OUTRAS NOTÍCIAS MENSAIS

* * *

É verdade, desde a nossa gravura na capa dêste número até a mensagem que se vê na última página, pode-se dizer que a tôda a ênfase do que expressamos está na excelência do produto. Aí vêm os leitores um notável "display" de esplêndidas fitas -- umas terminadas, outras ainda em produção, e outras em projeto, o que constituirá, englobadamente, um dos maiores programas já arrolados.

Mr. Waltner foi que deu o primeiro impulso à roda motora desta campanha pro-produto e fazendo-o, demonstrou o seu entusiasmo de uma maneira rara nos anais da companhia. E a êle deve-se a liderança que conduziu a uma tal produção, tanto aqui como lá fora, sabendo-se que foi Mr Weltner o responsável, nos altos lanços de produção exterior, pela aquisição dos grandes sucassos de bilheteria "Guerra e Paz" e ainda "Tempestade", sem contar com outros menores, porém também de relevo.

A sua última visita à Europa, de qua demos os tópicos principais na edição passada, assim como sua visita aos Estúdios, serviram para elevar a cotação do plano. Foi exatamente mediando as duas visitas que êle deu sua memóravel entrevista à imprensa em Nova York, durante a qual citou e descreveu 34 produções. Os pormenores dessa entrevista vão na nossa seção dêste número - "Paramount World".

E ainda, uns dias depois dessa entravista, coube a Mr. Weltner, como o único diretor internacional de vendas a participar da convenção nacional de Theatre Owners of America, realizada em Chicago, onde expôs os fatos para demonstrar que a Paramount é produtora e ainda -- distribuidora -- de filmes para todo o mundo. A sua visita subsequente ao Estúdio lhe deu ensejo a verificar que no tocante à produçao, todos os seus fatos tinham plena justificativa.

Portanto, ao lerem este número, podem verificar que o mesmo é um puro documento relacionado à permanência da produção. E exultem de qua estão lendo uma resenha antecipada sôbre a maior produção -- em qualidade do produto -- donde procede o apoio para a declaração feita por Mr. Weltner, de que o decênio dos "Sessenta" serão anos de grande prosperidade.

Enquanto isto, Mr. James E. Perkins, presidente da Paramount International Films, se encontra de viagem à Austrália, Nova Zelândia e o Oriente, a fim de se fazer mensageiro da alviçareira declaração de Mr. Weltner sôbre o novo material da Paramount, de apelo ao mercado interno --como também ao externo.

Exhibitors throughout Brazil must be very happy these days, now that they have had a look at the new Paramount product portfolio issued from Rio de Janeiro head office, and know the high audience-attracting calibre of the film attractions our company has to offer for 1960.

The announcement is most handsomely prepared in color, is highly informative, and must surely prove to be a most effective medium for sales and information purposes. And we bet that the Brazilian editors went for copies too.



LISBON - Showmanship is always helped enormously when the showman has the advantage of a front like the Monumental (above) whereon to display the many entertainment attributes of a comedy like Jerry Lewis' "Sad Sack." Of course the Monumental's management made use of many other publicity aids also - such as the printed word and radio - and wonderful business was the very natural result.



LISBON - This was the front of the Cinema Condes when "Rock-A-Bye Baby" was presented there recently - but it wasn't all of the fine front-of-house display.....Continuing around the corner to the right....



.....was this further display of some of the many comedy moods of the star, Jerry Lewis. It was all part of the pattern of fine new showmanship which has come to the front of late in sunny Portugal.



BOSTON - Al Capp (in centre), creator of the cartoon character, "Li'l Abner" on which Paramount's happy musical is based, meets the newspaper editors of Greater Boston's high schools at a press showing of "Li'l Abner" in the Paramount Theatre here.

CAMERA RECORD OF PARAMOUNT EVENTS IN U.S. & CANADA



BOSTON - This queue for "Samson and Delilah" outside the Paramount Theatre here, extended completely around the block. What is particularly exceptional about this is that the day the picture was taken (November 11th), was the first day of the second week of the engagement of this sensational re-release.



LEFT

NEW YORK CITY - In the important interests of "Li'l Abner," Julie Newmar called on the top disc jockeys to tell about the musical's fine music. Here she is with Martin Block in the American Broadcasting Company's mobile transmitter in Times Square.

From this transmitter, Julie spoke about the picture over the full ABC network.



NEW YORK - When you see Tony Curtis in the middle of Times Square in "The Rat Race," that is where he'll really be. No trick camera work, no process shots of rear-screen projection -- just the real thing. For here he is, striding down the centre strip in Times Square, between 45th and 46th Streets on a Sunday afternoon. That's the kind of realism that this Perlberg-Seaton romantic comedy drama abounds in.





HARTFORD, Conn.- Fess Parker, on a series of nation-wide personal appearances in connection with "The Jayhawkers," distributes autographed photos to the Brownies of Troop Three. Looking on approvingly is Ranger Andy of Station WTIC-TV.

LEFT

NEW YORK CITY - In the company of Al Capp, the creator of "Li'l Abner," a group of high school editors view the Paramount musical based on the comic strip,and later engage in a questions and answers session with the noted cartoonist.

Screening took place in the Radio City Music Hall projection room. The scheduled opening for. "Li'l Abner" is set for Dec. 11, at the Roxy.





BARCELONA - From the above panoramic shot of the queue leading to the Fantasio Theatre, we move in to this close-up of the cinema's box-office, and there we find, in the classical words of Charles P. Juroe, "........the 'Agotadas las Localidade' sign meaning that wonderful phrase: 'no more seats'."

We are most sincere in our commendation to every person in Barcelona responsible for this superlatively successful presentation of "De Entre Los Muertos" ("Vertigo.")

#####

RIGHT

LA PAZ, Bolivia - The glittering premiere of "The Ten Commandments" at the Teatro Monje Campero here drew many notables, including the family of the President of Bolivia.

Shown here are Mr. Jose Fletcher, of Consorcio Cinematografico de Bolivia; Mr. Enrique Gaillour, Chief Booker of Paramount Films of Peru; Miss Jeannette Guzman; Mr. Rodolfo Luzio, of Empresa Boliviana de Cines.

BARCELONA ON A SUNDAY MORNING

BARCELONA - This is what Alfred Hitchcock's "Vertigo" did to the people of this city on a recent Sunday morning when the picture was at Goya of Zaragoza and Fantasio Theatres. This particular around-the-block queue was for the Fantasio, and it was also a happy coincidence that the Paramount office is also in this block. In addition to the two Barcelona cinemas, "Vertigo" was also released at the Roxy and Palacio de la Prensa Theatres in Madrid, and did the same fabulous business in all four theatres.

PRODUCTO PARAMOUNT TEMA DE ESTE NUMERO

* * * * * *

Desde la fotografía que adorna la cubierta hasta el mensaje que publicamos en la última página, el tema principal, este mes, se basa en un importante mensaje acerca del producto Paramount, el cual constituya el más halagüeño informe acerca de las grandes películas ya terminadas, en plan de rodaje, o ya ante las cámaras. . . Mr. Weltner impulsó esta campaña de producción con una intensidad y una firmeza de propósito jamás igualadas en la historia de nuestra Compañía. Desde que se hizo cargo de la dirección del Departamento de Ventas Mundiales, Mr. Weltner ha trabajado incansablemente para el logro de los resultados de hoy, contándose entre ellos la adquisición de tan grandes éxitos fílmicos como "La Guerra y la Paz", "Tempestad" y muchas otras películas de igual calibre. . . Su reciente viaje a Europa, sobre el que informamos en el número anterior, y su visita al estudio, coadyuvaron a completar este plan. Entre el viaje a Europa y la visita al estudio, Mr. Weltner dió una memorable conferencia de prensa, en Nueva York, en la que esbozó 34 futuras producciones Paramount, que el lector hallará detalladas en este número. . . Unos días antes de esta conferencia de prensa, Mr. Weltner fué uno de los líderes de la industria impulsores de la venta de películas, que asistieron a la Convención de Propietarios de Cines y Teatros de Norteamérica, celebrada en Chicago, en cuya ocasión expresó de manera inequívoca la determinación de la Paramount de continuar en el negocio de producción y distribución de películas y declaró enfáticamente que seguiría en él, como lo demuestra claramente la actividad que observó luego en su visita al estudio. . . Al ojear este número, el paramountista recibirá la impresión de que lo que tiene ante sus ojos es una afirmación de la permanencia de la Paramount en la producción. Este número es todo un programa de la superioridad de la producción futura. Es, además, la proclamación de una frase feliz de Mr. Weltner: "La década 60 de los grandes éxitos." . . . Mr. James E. Perkins, presidente de Paramount International Films, está en viaje a la Australia, Nueva Zelandia y el Oriente, para llevar a los paramountistas de aquellos lejanos países el mensaje que Mr. Weltner proclamó ante los líderes de la industria fílmica americana acerca del producto y de su permanencia con una fe inquebrantable.







Two glimpses of the Barcelona Fantasio's extraordinary lobby decor for "Vertigo." This was perhaps the most unusual, and compelling, lobby display for a film ever seen in Barcelona. Many people came to the theatre to see the lobby - and stayed to see the film. And, as the queue scene shows, they had to stay for a long, long time.



BUENOS AIRES - Latin American Division Manager Henry B. Gordon, and Mrs. Gordon, are met at the airport by Managing Director Hugo Stramer and Mrs. Stramer (at left). At right is Mr. Pancho Lococo, active directing head of the internationally renowned Lococo Cinema Circuit. Mr. Gordon was recently in New York head office on company business.

LATIN AMERICAN FILM EVENTS VIA CAMERA



LA PAZ, Bolivia - One of the highest (in altitude) screenings of "The Ten Commandments" anywhere in the world is this one in the superb Teatro Monje Campero of Consorcio Cinematografico de Bolivia. Presentation was set for a minimum of ten weeks and already has reached the 8th week as we go to press.

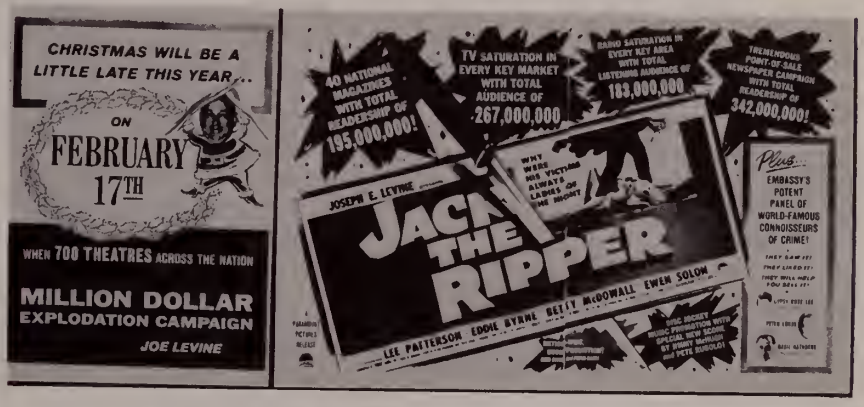
LIMA, Peru - It is becoming almost traditional to see satisfied film fans streaming out of Tacna Theatre here. In the instance above, they have been seeing "Tarzan's Greatest Adventure," and what makes the scene even more interesting is the fact that this same spectacle was being simultaneously repeated at the Coloso and Orrantia Theatres, since the "Tarzan" film was given day-and-date release in all three.



SAN JOSE, Costa Rica - Scene at the Rex Theatre a few minutes after the box-office had opened at 9 a.m. This was at the opening of the engagement the first week in October, and "The Ten Commandments" is still running on and on, indefinitely. San Jose is a city of about 100,000 persons, and by November 9th at least 40,000 of them had seen the mighty Cecil B. DeMille film.

SAN JUAN, Puerto Rico - The radio and newspaper showmanship campaign for "The Blob," as devised by Manager Frank J. Planas, placed emphasis on mystery and drama. Radio spot campaign had announcer injecting dramatically-voiced blurbs into newscasts, saying "Beware of 'The Blob' - It destroys everything in its path!" The same theme was used in scatter ads in the newspapers. Efforts were made, with much success, to disguise in advance the fact of "The Blob" being a movie.

PREPARING FOR "JACK THE RIPPER"



The showmanship bandwagon on "Jack the Ripper" has really been rolling these past few months, and according to the showmen of the Joseph Levine organization, tempo has only just begun. You'll find much concerning "Jack the Ripper" in this issue, and since this ace thriller is for the Latin-American market also, it behooves all Paramounteers to steep themselves in the lore (and gore) of this real chiller-diller. What we have shown above represents the three major pages of a trade-paper insert designed to acquaint exhibitors with the battery of showmanship aides working for them. In the panel at right are listed the three eminent personalities working for this picture as advisers. They are Gypsy Rose Lee, Peter Lorre and Basil Rathbone. What they don't know about crime - "J the R" does!





MELBOURNE - The queues that poured hundreds of thousands of fans into the Barclay Theatre during the 11-months run of "The Ten Commandments" are back again - this time in the interests of Danny Kaye's "The Five Pennies." Picture is one of the most popular successes Melbourne has ever known.

PARAMOUNT HAPPENINGS IN AUSTRALIA AND NEW ZEALAND



MELBOURNE - Disc jockeys were towers of strength in the Barclay Theatre's showmanship campaign for "The Five Pennies." Here in the foyer of the Barclay, Jim Archer, breakfast compere of Radio Station 3KZ, meets some of the winners of a special radio "Five Pennies" contest. Several score of winners were invited to a special screening of the film at the Barclay.

Film Weekly, Sydney, Editorialized.

This column looks forward to renewing acquaintances with James E. Perkins, president of Paramount International, who last visited Australia in November, 1956.

At that time, Jim was vice-president of the international organisation.

Members of the industry who met him will remember Jim as a quiet-speaking executive with a great knowledge of the international scene and the ability to back statements with fact.

Bill Beecham





SYDNEY - Snapshots at random during the trade press conference for Mr. Perkins. AT TOP: The Hon. Leon S. Snider (Snider & Dean Theatres Circuit) in a reflective moment as he recalls an earlier meeting. BELOW: Bill Beecham, Editor of Film Weekly, questions Mr. Perkins on details of Paramount's expanded production policy.



AUCKLAND, New Zealand - Among those attending the Grand Hotel reception to James E. Perkins, president of Paramount International Films, were the three sons of M.J.Moodabe, governing director of Amalgamated Theatres Ltd. They are shown here with Robert L. Graham, Paramount managing director for Australia and New Zealand. Reading from the left they are: M.Moodabe, publicity director for Amalgamated; J. Moodabe, Amalgamated film booker; Mr. Graham; R. Moodabe, Amalgamated's film booking director.



SYDNEY - Paramount executive luncheon hosted by Mr. J.E. Perkins at Usher's Hotel. From central foreground, going clockwise: James Flannery, Asst. NSW Branch Manager; Bert Matts, Despatch Manager; Arthur W.L.Naylor, Statistician; Len Jones, Film Service Manager; Jim Williams, Advertising Manager; John Winterton, NSW Salesman; Cal Bagnall, NSW Salesman; Keith Cully, NSW Accountant; James A. Sixsmith, Secretary-Treasurer; Mr. Perkins; Robert L. Graham, Managing Director; George M. Nacard, General Sales Manager; Tom Bowden, Internal Auditor; Charles Hale, NSW Branch Manager.



SYDNEY - One of the film industry groups at the reception for Paramount International's president, James E. Perkins. From left: David Joel, Circuit Manager, Snider and Dean Theatres; Horrie Nagel, Greater Union Theatres Management Committee; Gordon Ellis, General Manager, British Empire Films; Mrs. L. S. Snider.

(NOTE: Melbourne pictures not received by press time).

PARA. INT'L PRES. TRAVELS AFAR

JAMES E. PERKINS EMBARKED ON MASSIVE GLOBAL SURVEY

JAMES E. PERKINS, president of Paramount International Films, is presently embarked on a global business survey which will occupy him until the first week in January. Already he has visited the Studio in Hollywood, as well as New Zealand and Australia.

He is in Singapore at the time of our going to press. Next he will go to Bangkok with a stop off in Kuala Lumpur. Thence to Saigon, Manila, Hongkong and on to Tokyo, where he will have the pleasure of spending Christmas. Onward trip will be through Honolulu and San Francisco, with return to New York City due the afternoon of January 5th.



HOLLYWOOD - Starting point on the overseas journey of Paramount International President James E. Perkins was the company studio in Hollywood, where he was guest of honor at an executive luncheon arranged by Jacob H. Karp, Vice-President in charge of the studio.

Shown here, from left, are: William Meiklejohn, Head of Talent Dept.; Sidney Justin, Executive Assistant to Mr. Karp and Resident Counsel; D. A. Doran, Executive; Bernard Feins, Head of Story and Writing Depts.; James E. Perkins; Jacob H. Karp; and Luigi Luraschi, Head of Censorship Dept.



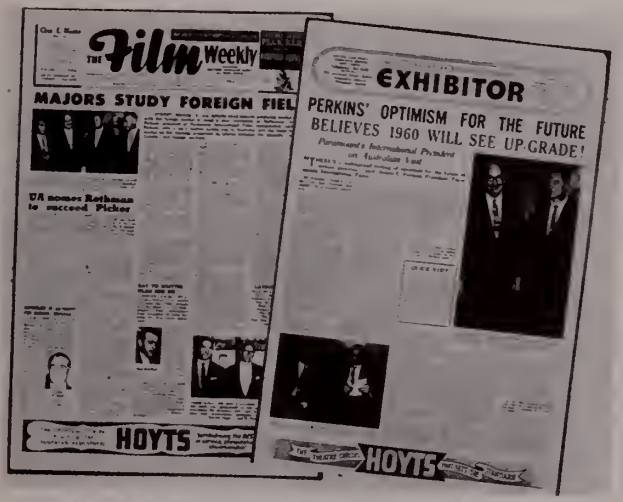
AUCKLAND, New Zealand - Notables of the Dominion's motion picture industry assembled at the Grand Hotel to greet James E. Perkins, president of Paramount International Films, on the first stop of his current global journey.

Mr. Perkins is third from right in the front row. To his left is Robert J. Kerridge, managing director of Kerridge Odeon Theatres. Standing between and behind them is Stanley H. Craig, Paramount general manager in New Zealand. Second from extreme right is Robert L. Graham, Paramount managing director for Australia and New Zealand. At extreme right is Trevor Kerridge, of Kerridge Odeon Theatres.



SYDNEY - At a special trade press conference, Mr. Perkins (third from right) hears about local press, television and film conditions from David McNicoll (second from left), Editor-in-Chief of Consolidated Press. In the group, reading from left, are: Mr. O. Taft, U.S. Consul-in-Charge; Mr. McNicoll; Mr. Norman B. Rydge, Chairman of Directors, Greater Union Theatres; Mr. Perkins; Paramount Managing Director Robert L. Graham; Mr. F. McNeill Ackland, head of Motion Picture Distributors Association.





Front pages of both Australian trade papers were dominated by Mr. Perkins' arrival and his statements of industry importance.

AT LEFT: Mr. Perkins (right), James A. Sixsmith (centre) and Auditor Tom Bowden uninhibitedly share a joke, details of which were not reported.



AUCKLAND - Here Stanley H. Craig, James E. Perkins, Robert J. Kerridge and Robert L. Graham (all identified above) are joined by M. J. Moodabe (second from the left), governing director of Amalgamated Theatres Limited.

Mr. Perkins completed his Australian visit on November 30th and departed by air for Singapore, Kuala Lumpur and Bangkok.

Winter's Rollin' 'round Toward The Head Office

From the happy faces on Friday, November 27, it appears that everyone enjoyed hearty turkey dinners the evening before - Thanksgiving. That is almost everyone. Lori Cohen of Don Nathan's office says she wanted to be different and enjoyed a hearty roast beef meal instead.

A number of Paramounteers had free turkeys which they won at they bowling alleys. These lucky feeders were Al Lo Presti, Steve Kolankowski, Gino Campagnola, Joe Curtin, Sam Abraham and Joan Studva (got one female in there anyway). However, two additional turkeys were raffled off and these were won by Mary Brady and Ena Gonsalves.



********** BELIEVE IT OR NOT, the young lady on the right (yes, it is a young lady) is Diana Mockeliunas, secretary to Hiller Innes. She and her fiance, Eugene Maslauskas, dressed as hoboes for Hallowe'en and went house-calling on their neighbors. **********

There have been a number of weddings recently at the head office. Sheila Levine of the legal department married Peter Schimko on Oct. 31. Co-workers held a party that served a double purpose. It celebrated Sheila's wedding and Leonard Kaufman's appointment to the position of General House Counsel of Paramount. Mrs. Win Newing set up the tables and did the decorating.

Mr. and Mrs. Bill Wickesser, whose wedding we reported last month, were chosen as contestants for "Who Do You Trust?" The show was taped, but appeared on television November 30. ..... The couple won $50.....Louis Fernandez, Spanish Translation Dept., reports that his granddaughter, Gloria Hairanian, married Mr. Mario Martorella on October 31. Kay Burke and Dick Walsh announced that they had gotten married and a party was promptly held for them on the 11th floor (see pictures below).

The following poem was discovered on the wall of room 712 in a frame:

The Secretary stood at the pearly gate,
Her face was worn and old.
She merely asked the man at the gate
for admission to the fold.
What did you do down there? St. Peter asked,
To get admission here?
Oh, I used to be a secretary
down there for many a year.

The pearly gates swung open sharp
as St. Peter tapped the bell.
Come in, girl Friday, and take your harp.
You've had enough of H---.

Miscellaneous items: Paula Rachlin is the legal department's new librarian.....Win Newing is back from a week's vacation.....Diana Ditomaso is a newcomer in Al Lo Presti's department.....Athena Barbulean, 10th floor, reports that the car her husband bought recently is working out fine.....Milton Goldstein's crew switched quarters with Don Nathan and his staff of two.....Incidentally, the maintenance dept. sent two men to the rescue of the girls in Mr. Goldstein's dept. one day. It seems that they discovered a "big" bat on the window sill (2½" long) and shuddered with fear. But the maintenance dept. performed well and there were "no casualties." .....Bob McKeown is back from a week's vacation which he spent at home, resting up.

--Helen Kwartler

THE WEDDING GALLERY:



Sheila and Peter Schimko were married October 31 and honeymooned in Miami Beach where the weather was "wonderful", Sheila says. She works in the legal department.



This is Mr. and Mrs. Bill Wickesser who were married October 25. Bill reports the honeymoon was spent in the Adirondacks, where it was "co-o-o-ld."



SURPRISE ANNOUNCEMENT: After learning that Kay Burke has been Mrs. Dick Walsh since Sept., 1958, co-workers held a celebration. l. to r. are Joan Barnes, Gwen Ranniar (background), Bertha Leshin, Winifred McNamara, Barbara Mauriello, Joan Studva, Gino Campagnola, Dick Walsh, Mike Novare, Mrs. Kay Walsh, Joe Lyons, Marilyn Lobell, Sam Abraham (backround), Ena Gonsalves, John McKeown and Joy Carmel.

LA PRODUCTION : NOTE-CLE DU NUMERO DE CE MOIS-CI.

* * * *

Oui, notre message de ce mois, depuis la photo de première couverture jusqu'au texte de quatrième couverture, est consacré à la PRODUCTION. Et ce bel et bon message, qui traite des films terminés, des films en cours et des films en préparation, est bien le meilleur que nous ayons jamais transmis.

M. Weltner a déclenché cette campagne pour la production avec une intensité et une originalité de vue que nous n'avions jamais rencontrées dans l'histoire de notre société. En vérité, il s'est lancé dans cette voie depuis le jour où il a été nommé au poste de Directeur des Ventes pour le monde entier et parmi ses réussites, signalons l'acquisition de succès tels que "GUERRE ET PAIX" et "LA TEMPETE", entre tant d'autres.

Son récent voyage en Europe, dont nous avons longuement parlé dans notre dernier numéro, suivi par sa visite au Studio, ont servi également à mener son plan à bien. Et, entre ses visites en Europe et à Hollywood, a eu lieu sa mémorable conférence de presse corporative à New-York au cours de laquelle il a exposé à grands traits les 34 productions, dont vous trouverez les détails dans ce numéro du Paramount World.

En outre, quelques jours après la conférence de presse, il a été l'un des Directeurs de Vente de l'Industrie Cinématographique à assister à la convention des Theatre Owners of America (Exploitants Américains) qui s'est tenue à Chicago. Pendant cette réunion, il a confirmé que Paramount est effectivement dans la production et la distribution et, qui plus est, est bien déterminée à poursuivre ces deux activités.

En lisant ce numéro, sachez que vous êtes en train de lire un document relatif à la permanence de la production. Sachez que vous lisez les préliminaires du plus intéressant programme de production qui vous ait jamais été communiqué Et enfin, sachez par dessus tout pourquoi M. Weltner a proclamé que les années qui viennent constitueront la "Triomphale Décade 60".

Pendant ce temps, James E. Perkins, Président de Paramount International Films, est en voyage en Australie, en Nouvelle Zélande et en Orient pour transmettre en personne le message sur la permanence de la production que M. Weltner a délivré à l'Exploitation américaine et à la presse corporative des Etats-Unis.

PLAYED 3 WEEKS



PARIS - The facade of Le Paramount Theatre has had so many hundreds of wonderful displays over the more than 30 years since it premiered that it is enormously difficult to strike what might be called a new note. However, success in this direction has come with the display for "Houseboat," this front being but a part of the wonderfully comprehensive showmanship campaign waged by the Paris Paramounteers in behalf of the Cary Grant-Sophia Loren comedy.

Belgium Loves Danny K.

When Danny Kaye was in Paris recently in connection with dubbing his songs in "The Five Pennies" in French, the Belgian press was so interested that La Patriote Illustré sent its editor, M. Falk, from Brussels for a special interview. The talk was given a wonderful play over several pages, and La Patriote took a special ad. in La Libre Belgique calling attention to the feature.

Much other wonderful publicity in Belgium of recent months inspired Continental General Manager John B. Nathan to write Mr. J.E.Perkins, president of Paramount International Films, in the following manner: "Our publicity team in Belgium is certainly working out very well."

The 'publicity team' in Brussels consists of André Francois and Michel Drachoussoff as field men, and their very devoted publicity secretary, Margriet De Troch.

In offering his comment on this happy state within his organization, Manager Julian Binstock said:

"The very favorable attitude that editors of important Belgian publications have towards Paramount is certainly the result of our good publicity team; but is also due in part to the sympathetic and helpful Paramount organization in general with which they are in contact on the numerous occasions presented by our daily activities."



PARIS - General view of the press meeting for Jean Negulesco held in the Hotel Plaza-Athénée on November 6th, and, at right, a close-up of the film director himself.

Mr. Negulesco will direct "The World of Suzie Wong," starring William Holden, in Hongkong (for exteriors) and London (for interiors). Production starts early January.

The most powerful men are not public men. The public man is responsible, and a responsible man is a slave.

Benjamin Disraeli



HOLLYWOOD - On the set of "The Rat Race," Debbie Reynolds and Tony Curtis receive a visit from Eddie Constantine, performer from America who became a top-ranking star of music-hall and TV in France.



PARIS - Entrance to the Elysees Cinema, which played "Houseboat" in the 'original' version, namely dialogue in English but with French titles superimposed. Thus the name of the picture appears over the entrance in both languages.

Welcome, Little Lady

* * *

Mr. and Mrs. J. G. Binstock, 212 Chaussee de Bruxelles, Brussels, announce with joy the birth of their daughter,

CHRISTINA LELIA

on

October 17,1959

Mr. Binstock is Paramount Manager for Belgium.



DOT RECORDS WILL HAVE IMPORTANT PART IN THE "SUCCESSFUL '60s"

Dot Records star Dodie Stevens gets expert coaching from veteran singer Louis Prima before recording one of her hits. Then (at right) she is confidently set for the tense job of putting the song on the record.

****

DOT AS AN INTERNATIONAL RECORDS FORCE.....

We present here the story of the upsurge of Dot Records (a division of Paramount Pictures) on the international scene. It is a story the greatest success chapters of which remain to be written.

Since Dot Records' inception ten years ago by Randy Wood, in the small town of Gallatin, Tennessee, the Dot name has become famous the world over and many thousands of Dot discs are bought and played every day.

In 1949 Wood recognized the need for developing the sale of Dot records overseas, but the immense task of building his product to a peak in the United States prevented launching a full scale beachhead internationally.

Today, however, Dot's International program is going ahead at a record pace in England, on the European continent, in Asia, and in the Latin-American countries. The story of how this evolved is almost as colorful as the rise of Randy's Record Shop to one of the world's multi-million dollar recording empires.

In 1957 J.N. (Jim) Bailey, a slender, dark-haired, intense young man in his 30's, left his position with RCA Victor, to take over the reins of Dot's rapidly expanding international division under the Paramount Pictures Corporation aegis. Bailey, working with Dot President Wood, and Paramount executives, plotted a course of aggressive action that would spread the popularity of Dot Records' artists into every part of the world.

From a financial standpoint, it wasn't many months before the International director's dream of gaining a solid foothold in England, Brazil, Japan, Sweden, Italy, Germany and Australia, began to show encouraging results.

By 1958 record sales to military outlets in foreign countries increased 125 percent. Too, Dot's foreign royalties soared ahead by $150,000 compared to the previous year. There are good reasons for Dot's great strides on the international scene.

"We decided to push the Dot product by funneling more information about our artists to our foreign licensees," explains Bailey.

"Then we concentrated on seeking our new licensees to manufacture and distribute our records in countries we hadn't been operating in before. Being part of the Paramount organization gave our program added impetus, too".

Thus, the foothold in Europe and England was established, but there was much more work to be done. In 1958 Bailey left the executive offices of Dot Records in Hollywood, for an extended tour of Europe and England to personally call on Dot licensees. From England to Germany to Holland, Italy and Switzerland, the Dot International chief held conferences concerning sales and distribution problems. He also signed new contracts with licensees in Greece, and other countries.

Today, in 1959, the results of Bailey's work are paying off royally. Foreign record royalties have leaped ahead an additional $100,000 compared to 1958, and by the end of the year, will have set a new high for sales in overseas countries.

"The great popularity of some of our artists is really responsible for our being successful on world-wide scale," says Bailey. "England and Germany are still our best markets in Europe, but other countries are coming ahead fast."

"For instance," he continued, "Bob Crosby's Dot disc of 'Petite Fleur' sold 30,000 copies in Brazil, and 80,000 in Japan. Too, Billy Vaughn and his orchestra have been voted No. 1 in practically every country in the world. In Germany alone, he has been given two gold records for his million sellers 'Sail Along Silv'ry Moon,' and 'Blue Hawaii.' Recently he was given another gold record by Germany for having a total of eight golden hits in that country. Additionally, Vaughn has been voted the No. 1 American recording artist in South Africa by teenagers there.

"Another artist who has boosted our sales and popularity in Europe," adds the International Director," is Robin Luke. Robin's 'Suzy Darlin' was No. 1 on the popularity charts in Italy for five months, and he's still considered very hot there."

Although Dot's International story is a bright one, especially in the face of the tremendous competition, both from other American European labels, much remains to be done.



JAMES N. BAILEY
Director
of the
International
Division of
DOT RECORDS

"By 1962," says Bailey, "I'm going to see that our total sales and royalties in Europe and Asia, are doubled."

Part of the current program geared to accomplish this job, includes flooding European licensee with display materials, including easels, and a stepped up flow of publicity pictures.

"We're giving them point of sales display material overseas that they never had before," says Bailey. "And the recent appointment of John Nathan by Randy Wood, President of Dot, as General Representative of European Operations, will give us a constant personal contact that should rocket us to the top sales-wise, throughout the world."

Plans are current to have Dot stars Dick Stabile, Louis Prima and Keely Smith, Pat Boone, and others, tour Europe and England to establish a visual as well as audio popularity with record fans there.

As Director Bailey says earnestly, "Dot Records and Paramount Pictures as a team, will become a major force in foreign countries, to make Dot product 'the world's best selling records...'"

THE "TEMPEST" IS STILL 'ROARING'



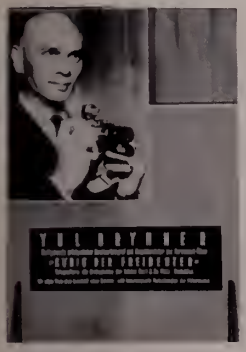


BERLIN - Front and rear views of the showmanship treatment applied to a double-decker bus in behalf of the Dino De Laurentiis production, "Tempest," when the spectacular film was the attraction at the Delphi Cinema here.

Yul Brynner Exhibits...



Yul Brynner is not only one of the world's matchless performers in front of the motion picture camera, but behind the lens he is also world renowned as one of the finest living photographers, During the making of "The Ten Commandments" (through special privilege granted by Mr. DeMille), he made a wonderful collection of photographs of production and personality facets of the great film. He did the same things during the making of "The Buccaneer."



The Paramounteers of Germany put this latter fact to very good use during the current presentation of "The Buccaneer." At the top is the Yul Brynner collection of "Buccaneer" impressions lensed by the star, and placed on exhibition in the lobby of the Savoy Theatre, Hamburg, during the presentation of "The Buccaneer." At left is the exhibition's card of announcement explaining the exhibition. And below is a close view of two of the actual exhibition exhibits.....Following the Hamburg presentation, the exhibition moved on Brussels and to Vienna in connection with the presentation of "The Buccaneer" in these cities.



Diese Ausgabe steht im Zeichen unserer Produktionserfolge!

"""""""

Die Ausgabe dieses Monats ist vom Titelbild bis zur Nachricht auf der Rückseite der Produktion gewidmet. Wir geben damit Kenntnis von unseren ausgezeichneten Filmen, die inzwischen abgedreht wurden, sich noch in Arbeit befinden oder geplant sind.

Mr. Weltner hat diesen von ihm angeregten Werbefeldzug mit einer Gründlichkeit und Zweckmässigkeit gestartet, wie wir sie bisher noch nicht erlebt haben. Er hat sich stets, seit er den Posten des Weltverkaufschefs übernommen hat, für dieses Ziel eingesetzt und die Höhepunkte seiner erfolgreichen Tätigkeit sind durch solche Riesenerfolge wie "KRIEG UND FRIEDEN" , " STURM IM OSTEN" und viele andere gekennzeichnet.

Sein kürzlicher Europa - Besuch, über den wir in der letzten Ausgabe berichteten, und sein Besuch im Studio trugen wesentlich zur Förderung seines Planes bei. Zwischen den beiden Besuchen hielt Mr. Weltner in New York eine vielbeachtete Pressekonferenz für die Fachpresse ab, in der er eingehend über unsere kommenden 34 Produktionen sprach. Und worüber wir in diesem Heft berichten.

Einige Tage nach dieser Pressekonferenz wohnte Mr. Weltner der Konvention der amerikanischen Theaterbesitzer in Chicago als einer der führenden Verkaufsleiter der Staaten bei, auf der er die Tatsache betonte, dass die Paramount im Produktions- und Verleihgeschäft führend tätig ist und sich diesen Zweigen weiterhin mit ganzer Kraft widmen wird.

Wenn Sie diese Ausgabe lesen, dann können Sie gewiss sein, dass Sie ein Dokument über die Beständigkeit unserer Produktion vor sich haben. Sie erfahren daraus die Voranküdigung des besten Produktionsprogramms, von dem Sie je gelesen haben. Und Sie erfahren ferner, dass Mr. Weltner die vor uns liegenden Jahre als "Das Jahrzehnt des Erfolges" bezeichnet.

Inzwischen hat sich Mr. James E. Perkins, Präsident der Paramount International Films, auf eine Reise nach Australien, Neu-Seeland und dem Orient begeben, um persönlich Mr. Weltners Botschaft von der Beständigkeit unserer Produktion zu überbringen, wie sie der Weltverkaufschef den amerikanischen Theaterbesitzern und der Fachpresse der Staaten mitgeteilt hat.



Cover of the latest issue of PARAMOUNT IN WORT UND BILD depicts the continuing importance of "The Buccaneer" in Germany, where the picture has had very wide popular acceptance. BELOW

Here is a scene,from the same issue, depicting Hal Wallis 'on location' in Germany in connection with advance shooting for Elvis Presley's "Cafe Europa." Shown from right to left are: Producer Hal Wallis, Mr. and Mrs.Boris Jankolovics, Mrs. Stabins, Publicity Director Gunter Schack and Captain Mawn of the U.S.Army.





ESSEN, Germany - Full length figure portraits of Sophia Loren were very popular in window display showmanship both here and in Dusseldorf in connection with the local release of "Houseboat."



CHICAGO - "Stupefyin' Jones," pulchritude-packin' she-male of "Li'l Abner," stops traffic here (and puzzles Policeman Jack O'Neill) as she is carted across Randolph Street in the Loop district. We say 'carted' because the figure of "Stupefyin' (played so expertly in the musical film by Julie Newmar) is made of board, is nine feet tall, and must be handled gently. And her three escorts, Arnold Siegel, Ed Wade and Herb Baum, found this out.....



...for as they started across, "Stupefyin'" just started to fold up in the most embarrassing (and just possibly unscheduled) fashion. So that Arnold, Ed and Herb had to tote her across in this fashion. All the time muttering (loud and strong) - "Li'l Abner," "Li'l Abner," "Li'l Abner."

For the record - "Stupefyin'" was on her way to the Sherman Hotel to play her part in the convention of the Theatre Owners of America.



LI'L ABNER showmanship gets a fine assist from the United Features Syndicate's Sadie Hawkins Day folder that is being distributed by Joe Friedman's Showmanship Dept.

Folder has all of the material necessary to duplicate the Sadie Hawkins Day idea in any part of the world - and duplication of this sociological gimmick anywhere cannot help but focus attention forcefully on "Li'l Abner."



LONDON - As a tie-in with showing of "The Five Pennies" at the Plaza, the French Line used a window to ann that it costs only 5d.(Five Pennies) a mile to travel by French Line steamer from London to New York.

WISE EXHIBITORS KNOW THAT SHOWMANSHIP IS WHAT YOU MAKE**





HELSINKI - This well-messaged vehicle, a near approach to one of Russia's 'droshkys', did plenty of travel around Helsinki's streets both in advance of and during the engagement of "Tempest" at the Gloria Theatre here.

PARIS - In the foreground of the scene at left (if you can tear your eyes away from the Eiffel Tower), is a houseboat built on a truck to advertise "Houseboat" at the Paramount and Elysees Theatres. Behind it is the superstructure of one of the many fine riverboats which travel the Seine, and you will note further advertising for the Paramount picture there. Scene at right shows the size and grace of this riverboat, with the sign visible (on both port and starboard sides of the craft) slightly abaft of amidships. This was all part of a truly wonderful campaign of showmanship for "Houseboat" throughout Paris.

BARCELONA - The sensational success of Alfred Hitchcock's "Vertigo" at the Fantasio Cinema here was due in good measure to the wonderful tie-up effected in connection with the book on which the film was based. Editorial Plaza, publishers of the Spanish edition, arranged for no less than 500 bookstore windows and book-stands in the city of Barcelona alone. Just think of it: 500 tie-ups in just one city!

Many Paramounteers saw One Million Dollars is actual, cold cash at the "Jack the Ripper" luncheon. It was spread before them, under glass and under guard, in the form of one thousand bills, each of $1,000 denomination. Later it was brought to the head table in bundles, the only form in which it could be legally photographed.

Joseph E. Levine, at the sales and advertising meeting which followed the luncheon, reported that it cost him $3,000 to borrow the money from a Boston bank and bring it and its 'covey' of guards to New York.

This is the money that Mr.Levine is using to launch "Jack the Ripper" across the nation.

Power and Passion plus --

JOVANKA AND THE OTHERS





Steve Forrest is powerful in the role of Sergeant Keller, the brutal invader who has been summarily dealt with by the Partisans, and violently sterilized. Here he shouts defiance from the hospital, and names the five women whose lover he has been. These are the women who have their heads shaved and are then turned loose in the forest to perish — but survival is too strong in them for this fate.

"Jovanka - and the Others" ----- these are the five wonderful women.



In the New York office of George Weltner, in one of the most prominent locations, stands this framed photograph with its five very personal souvenirs. The photo is of the five principal women in the Dino De Laurentiis production of "Jovanka and the Others." The wisps of hair are real hair from the locks of the five stars as they were shorn for this powerful film. The five are, from left: Vera Miles, Barbara Bel Geddes, Silvana Mangano, Carla Gravina and Jeanne Moreau. The ribbons holding the hair are in five diffent colors to indicate that the film is in Technicolor.

Last month when we viewed this scene there were five women partisans in this forest pool. Now there are four. Have the enemy sharpshooters got one of them? Has one been found a traitor and been executed by drowning? Or has one gone off on a secret mission through the ranks of the enemy?

And in any case, which of the five is missing from this provocative scene?

BELOW

Richard Basehart as Captain Reinhardt, enemy -- but an understanding man in a difficult spot.





KLANGENFURT, Austria - Van Heflin, Richard Basehart and Alex Nicol as they arrived here from Italy for the scenes to be filmed here for "Jovanka and the Others."

BELOW

At what scene of terror are Vera Miles and Harry Guardino looking in this vignette from "Jovanka and the Others"?





GENOA - Window of the Paramount branch office here is put to excellent use in advertising "Last Train From Gun Hill."



GENOA - One side of the entrance to the Universal Theatre here bore this very effective advertisement for "Last Train From Gun Hill."



GENOA - And this was the other side of the Universal Theatre's entrance, which goes to show how effectively the Hal Wallis production, "Last Train From Gun Hill" was given the best showmanship treatment in this important Italian city.

BELOW

A view of the Universale Theatre of Genoa, as arrayed for "Last Train From Gun Hill."



A Record Number of "Houseboat" Records

Two of the songs from "Houseboat" have been given the greatest number of recordings in Italy on the music of any film in history. The songs are "Ancora Fra Le Tue Braccia" and "Bing Bang Bong!"

First mentioned has been issued on the following labels -- Fonit, Capitol, RCA, Voce, Jolly, Mercury, London and Philips, the last-mentioned being sung by Sophia Loren herself.

"Bing Bang Bong!" is also sung by Sophia on the Philips label, and has been issued under the record labels of Voce, Fonit, Vis, Fonit (one Fonit is by V.Paltrinieri and the other by Franco Scarica), Ricordi and Durim.

This makes 8 recordings for the "Ancora" number, and 7 for "B.B.B."



HOLLYWOOD - Gabriella Tucci, noted Italian opera singer, is initiated into some of the intricacies of film-making by Jerry Lewis on the set of his current production,"CinderFella."

LA PRODUZIONE, TEMA DI QUESTO NUMERO

* * * *

Questa volta, il tema principale del nostro fascicolo, dalla prima all'ultima pagina ivi compresi la fotografia sulla copertina di fronte ed il messaggio su quella di dietro, è precisamente quello della produzione. Su questo teme riceverete così le più belle notizie che vi abbiamo mai date sia circa ottimi film già pronti che su pellicole in corso di lavorazione o da prodursi in un prossimo futuro.

Tale campagna della produzione è stata promossa da Mr. Weltner con un'intensità e fermezza di proposito mai uguagliate nella storia della nostra Casa. Dal momento in cui egli ha assunto la Direzione Generale delle Vendite per tutto il mondo, Mr. Weltner ha lavorato instancabilmente per il raggiungimento dei risultati di oggi, fra cui sono da ennoverarsi gli acquisti di film di cassette quali GUERRA E PACE, LA TEMPESTA e molti altri.

Il suo recente viaggio in Europa descrittovi nel numero precedente, e la successiva visita allo Studio, hanno servito a dare ulteriore impulso al suo piano. E tra detto viaggio in Europa e la sua andata a Hollywood, Mr.Weltner ha tenuto una memorabile conferenza ai rappresentanti della stampa cinematografica a New York durante la quale egli ha fatto menzione delle 34 future pellicole di cui troverete dettagli in altra parte di questo numero.

Inoltre, a pochissimi giorni di distanza da tale conferenza di stampa, Mr. Weltner è stato uno dei principali esponenti del ramo vendite della nostra industria che hanno assistito al Convegno dei Proprietari di Cinema e Teatri d'America svoltosi a Cicago. In questo Convegno egli ha inequivocabilmente confermato il fatto che la Paramount non solo è dedita alla produzione e noleggio di pellicole cinematografiche, ma che è anche assolutamente determinata a continuare la stessa attività. Dopo di che, egli ha proseguito per il nostro Studio dove ha potuto subito constatare che le sue affermazioni corrispondevano perfettamente alla realtà dei fatti.

Perciò nel leggere il presente numero avrete per così dire la documentazione della permanenza della Paramount nel campo della produzione. Ed avrete nello stesso tempo qualche dettaglio anticipato sul più bel programma di lavori che vi sia stato mai presentato. Infine, ciò che è ancora più importante, avrete la spiegazione del perchè Mr. Weltner ha proclamato che stiamo avviandoci verso "La Decade 1960 dei Grandi Successi".

Mr. James E. Perkins, presidente della Paramount International Films, è partito per l'Australia, Nuova Zelanda ed Oriente onde portare di persona a quei lontani paesi lo stesso messaggio che circa le produzione e relative permanenze Mr. Weltner ha già proclamato ai Esercenti che alle stampe cinematografiche degli Stati Uniti.



ROME - Lobby display in the Cinema Corso (at top) for "Houseboat"; and in the Adriano for "Last Train From Gun Hill." Both pictures were solid box-office successes.



VISIT TO A SMALL PLANET

Jerry Lewis, visiting Earth from a mightier planet far out in Outer Space, miscalculates his arrival by a mere century and shows up in Civil War uniform. His temporary hosts take the situation with varying degrees of equanimity.

"The Pleasure of His Company," the Perlberg-Seaton production of the rollicking Broadway comedy, has a January 25th starting date. Picture stars Fred Astaire, Debbie Reynolds, Lilli Palmer, Tab Hunter, Gary Merrill and Charlie Ruggles..... "Psycho" (our back cover notwithstanding) is well in work, with Alfred Hitchcock directing Anthony Perkins, Vera Miles, John Gavin and Janet Leigh.. Martin Jurow and Richard Shepherd have returned to Hollywood where they have three Paramount pictures upcoming. These are "The Fabulous Showman," a screen biography of P.T.Barnum; "Breakfast at Tiffany's," based on the Truman Capote novel; and a "Shell Scott" story.....Jack Lord will head the cast of "Walk Like a Dragon" which James Clavell will produce and direct for Paramount. Nobu McCarthy and James Shigeta will also be in the cast. Filming starts next month. Lord was in "The Hangman" with Robert Taylor and Fess Parker. Miss McCarthy was opposite Jerry Lewis in "The Geisha Boy."....."Kowloon," original story of love and intrigue in that section of the British Crown Colony of Hongkong written by John Gay and William Schorr, has been purchased by Ray Stark's World Enterprises Inc. for production as a Paramount release. No cast announcements yet.....Meanwhile Stephen Cheng, a member of the cast of the Broadway production of "The World of Suzie Wong," has left the play in New York to play the unforgettable role of the Chinese butler in "The Pleasure of His Company".....Cables from Siracusa, Sicily, report that Dino De Laurentiis has commenced production of his mighty production, "Under Ten Flags," which is to be a Paramount release. Van Heflin, Charles Laughton and Mylene Demongeot (the 'dazzler' from Paramount's French release, "Faibles Femmes"), head the cast. Picture is the story of German Captain Rogge, who sailed British shipping lanes in a heavily-armed but disguised merchant marine ship during World War II, preying on Allied vessels. In order to approach his victims without arousing suspicion, Captain Rogge flew whatever flag was convenient at the moment, hence the film's title.

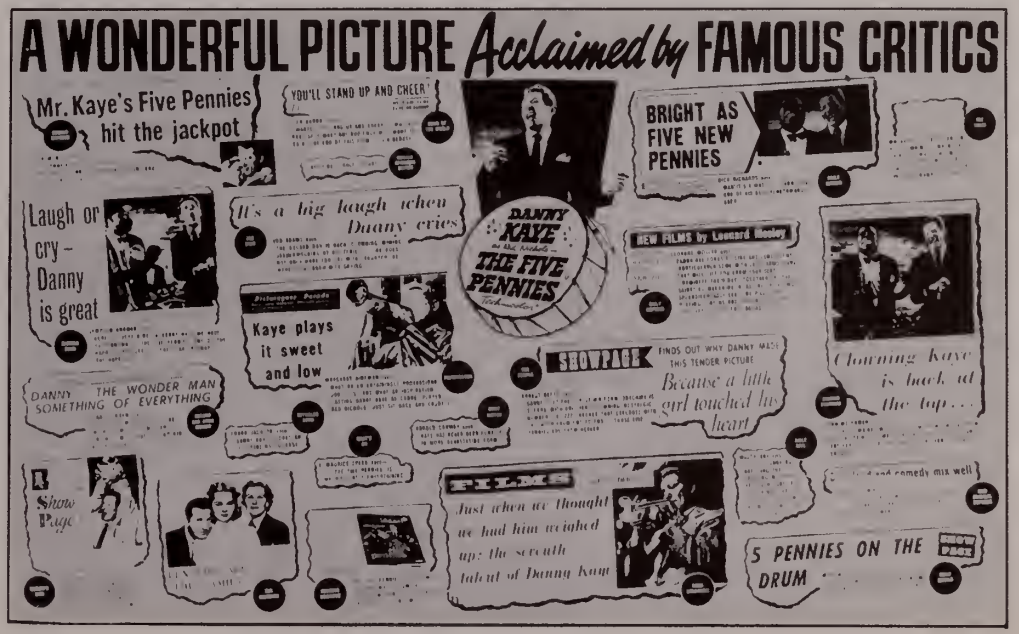
PARAMOUNT TICKER ALIVE WITH TOP-INTEREST NEWS

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British Turning Pennies to Pounds with Kaye Film



The enthusiasm of this London writer and the broadsheet at right is both proof and further promise of a success unmatched in British precedent. All of this, and much more, will be found by Paramount offices world-wide, incorporated in a wonderful portfolio material prepared and produced by Paul Ackerman and Armand Cardea.



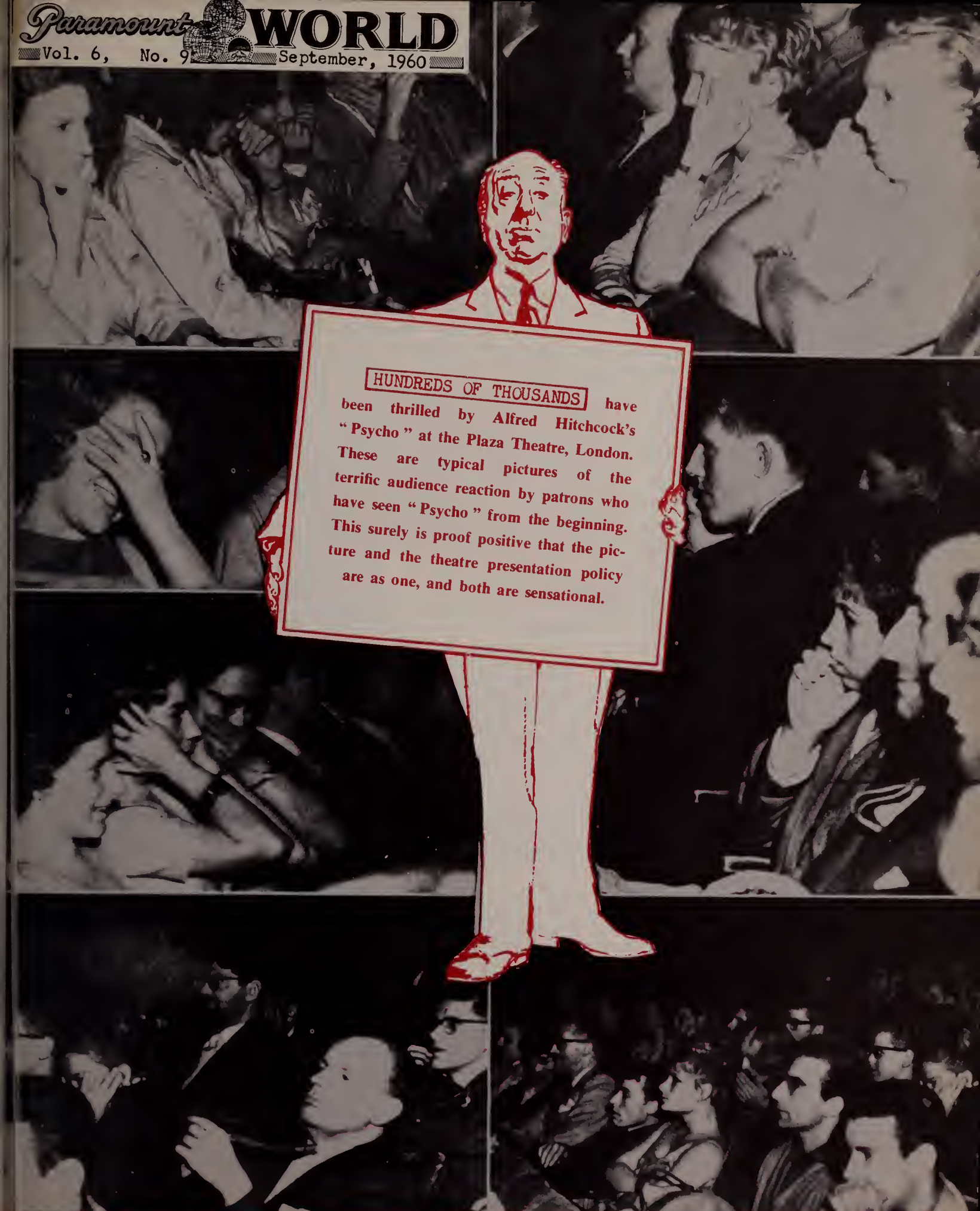


Alfred Hitchcock's current production, "Psycho," now in work, is so secret a project that nobody knows anything about its theme - not even "Hitch" himself.

"'Snow use you asking me," says "Hitch" as he slithers down the Rockies.

One thing is certain, however - "Hitch" will manage to get himself into the picture, as usual. But even he isn't telling himself how.

Paramount WORLD
Vol. 6, No. 9 September, 1960



nfra-red Shots of Plaza Patrons During Screening

TRADE VIEWS by W.R. WILKERSON

• THE lesson to be learned from Paramount's unique marketing methods, as outlined in these pages recently in an interview with George Weltner, the company's sales chief, may be an important one for this industry, as it seems to be a practical solution to an old, old problem—namely, the unfortunate "deadwood' 'period which too often hangs between a picture's completion and release.

Under the Paramount system, as directed by the marketing team of Weltner and v-p Jerry Pickman, a harmonious working relationship with the company's producers is set up, thus encouraging the latter to go quite a few steps beyond the usual cut-off point of their association with the picture. Right up to the release of "Psycho," "The Bellboy" and "The Rat Race," for example, three of Paramount's big winners this summer, producers Alfred Hitchcock, Jerry Lewis, William Perlberg and George Seaton were in daily contact with Weltner and Pickman on every phase of the marketing and merchandising of their pictures. This because of Paramount's concept in marketing, calling for producer participation in every phase of handling from the sales and ticket policy and release pattern to the advertising and publicity. It was in this way that the unique "no one admitted after the start of the picture" policy was formulated for "Psycho."

Jerry Lewis set new standards for the Paramount producer-home office relationship by making a whirlwind two-day personal appearance tour of 18 Loew's theatres in the greater New York area. The result — the biggest two-day gross in the circuit's history on a picture most every critic thought was weak.

Weltner and Pickman are now working with Hal Wallis on "G.I. Blues," with Ray Stark on "The World of Suzie Wong," with Marlon Brando on "One-Eyed Jacks," and with Lewis on "CinderFella."

Weltner recently declared that "the joint marketing approach is successful and we have benefitted greatly from the producers' love and knowledge of their films." If this has been the story at Paramount, it sounds like one that could stand repeating in other quarters. It has always been the feeling here that those producers who can bring so much showmanship to bear in their pictures might likewise contribute much in merchandising ideas.

THE COVER

Shown on the cover are shots of members of the audience in the Plaza Theatre, London, reacting to the Hitchcock picture. Pictures were made by infra-red process in the darkened theatre during an actual screening.

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ALBERT DEANE, Editor

Volume 6, Number 9 September, 1960

This is an editorial on an editorial. Our source of inspiration, at left, appeared in the Hollywood Reporter of August 2nd. It told the industry at large something of the basic Paramount concept of applying practical, encompassing, comprehensive showmanship to the fine product being delivered to the company by aces among the industry's top producers. As indicated by Publisher Wilkerson, Paramount's top echelon of salesmanship - in which sales and showmanship are melded in a single potent force - is directed to the attainment of every ounce of revenue from the company's top revenue-potential films. It makes for a matchless combination of effort, and augurs powerfully for 1961.

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World Sales Manager George Weltner has been broadcasting the good Paramount news very thoroughly. Not only have his letters of appreciation, congratulation and information been going to all branch and division managers in the United States and Canada, but to Paramount International's five division managers overseas as well. Good news of the calibre that Paramount has with "Psycho," "The Bellboy," "It Started In Naples," "The Rat Race" and "G.I. Blues" is too good to be kept at home. The whole Paramount world should know it. Thanks to GW's letters - it knows it.

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The "Psycho" phenomenon is just as potent in Canada as it is in the U.S.A. and Great Britain. We have been thrilled by a letter from General Manager Gordon Lightstone to his field forces which just sparkles with not merely wonderful figures, but with record-breaking records that break record-breaking records.

Japan Honours Adolph Zukor



Mr. Adolph Zukor, wearing the Japanese Order of the Rising Sun, is shown with Consul General Mitsuo Tanaka. They are both holding the official citation.

On September 8th, in the Consulate General of Japan in New York City, Adolph Zukor, the founder of the Paramount organization, and now Chairman of the Board, was, at the direction of His Majesty the Emperor of Japan, invested with the Order of the Rising Sun.

The citation from His Majesty the Emperor of Japan, as read to Mr. Zukor by Consul General Mitsuo Tanaka, read:

Mr. Zukor, you have been decorated by His Majesty the Emperor of Japan for your outstanding contributions to the motion picture industry and the cultural progress of Japan.

The many fine American films you have introduced to Japan have exerted a very beneficial influence on the nation's foreign film exhibiting circles. The excellent operation by your company of several motion picture theatres in Japan has set an example for the Japanese theatre management business. And, the technological assistance you have rendered to Japanese film companies has played an important role in the improvement of the nation's motion picture industry.

Mr. Zukor, I am pleased to transmit to you the Third Class Order of the Rising Sun.

THE "PSYCHO" STORY CONTINUES ALMOST BEYOND BELIEF



"You mean to say that I, with my little 'Psycho,' did all of these wonderful things all across the country?"

-from an imaginary Alfred Hitchcock interview.

There is just no end to the massive story of "Psycho." We make up a page - whammo! along comes something better. And now the "Psycho" story is spreading all around the world.



SAN FRANCISCO - This is the exterior of the RKO Golden Gate Theatre. The picture (- as if you didn't know!) is Alfred Hitchcock's "Psycho". As for this particular situation, the best we can do is to quote verbatim the realistic report to Joe Friedman from field representative Bob Blair:

"Psycho," lines five times a day at RKO Golden Gate Theatre, San Francisco. This line at every show extends to Turk Street and then turns right. The line (double) always is 900 people....Ticket purchaser's line forms on Golden Gate Avenue, to the left of these shots. We used two cashiers for each spill and fill, plus a phone girl in the box-office. The phone is jammed starting about 40 minutes before each complete performance.



DETROIT - If all the "Psycho" lines across the country could be placed end to end, they'd probably reach to the moon and most of the way back. This particular one is at the Palms, one of the United Detroit Theatres Corporation's ace houses. The line here, as you can see, extends to the limits of vision.



MINNEAPOLIS - Management of the State Theatre placed its injunction regarding admission at the very precise spot to catch the attention of those who wished to make themselves "comfortable" while waiting to catch the start of "Psycho."



DENVER, Colorado - A mile up in the sky, and just note how the Denverites go for "Psycho." Even the clock is going - it is quarter to seven in the evening, and all of these folks are missing their dinner just to see "Psycho."



RIGHT

JERSEY CITY, N.J. - You've seen pictures of queues that go round and round the block in New York City -- but not in almost suburban settings like the one at right. Theatre in this instance is the Stanley, where, naturally, a new record was set by "Psycho."

Randforce Amusement Corporation Enthuses

The Randforce Amusement Corporation, operator of 28 noteworthy cinemas in Brooklyn, N.Y., is delighted over the manner in which Paramount cooperated in the presentation of "Psycho."

This delight is expressed in the following letter from Randforce's Manny Frisch to Jerry Pickman, Paramount Film Distributing Corp. vice-president in charge of Paramount Advertising, Publicity and Exploitation:

Dear Jerry:

On behalf of everyone here at Randforce, I am writing to express our sincere congratulations upon the magnificent concept of the advertising campaign on PSYCHO and the superlative manner in which it has been executed in the papers and on radio and television.

At the same time, I would like also to convey our appreciation and gratitude for the advertising which our theatres have received, and I am sure it will more than pay off at the box-office.

Cordially (sgd.) Manny Frisch.

But even this wasn't the full story for Mr. Frisch. Even after signing the typewritten letter he could not refrain from hand writing, in massive script across the sheet —

"I t ' s t h e G r e a t e s t!!"

GETTING THE WHOLE WIDE WORLD 'SHOCK-PROOFED' FOR "P S Y C H O"



A moment during the 'briefing session' on "Psycho" conducted in Home Office by Martin H. Davis (second on left), Paramount's national director of advertising, publicity and exploitation. Reading from the left: Joseph Friedman, exploitation director; Mr. Davis; Henri Michaud, co-ordinator of "Psycho" sales and showmanship for Continental Europe; Milton Goldstein, international "Psycho" coordinator; Mario Ghio, Paramount manager for Central America; Armand Cardea, assistant to the director of Paramount International's publicity, advertising and showmanship department.

Portfolio-plus

Quite easily the most effective, comprehensive and practical portfolio of information, facts, guides and suggestions ever issued by Paramount International on any picture is the one on "Psycho" created and assembled by Armand Cardea under the direction of Milton Goldstein.

Prepared in record time, and literally tingling with the unprecedented enthusiasm generated by the Hitchcock thriller, the portfolio is being rushed to all parts of the world to capitalize on the gigantic excitement wrought by "P s y c h o."

Q. Q. (Double Queue)



SWISS COTTAGE, London - Queues from both directions here, all heeding the injunction that the picture must be seen from the beginning only. Note also the popular nature of the announcement along the dignified marquee; also the brilliance of the displayed starting times of "Psycho."

LONDON REPORT

"PSYCHO" OUT-RANKS ALL OTHER PERFORMANCES IN RANK THEATRES. :....A cable from Managing Director Fred Hutchinson states (and his figures bear this out) that the release of "Psycho" in 38 top cinemas of the Rank circuit broke all existing records for all films of all companies "by miles." (These last two words were the conservative managing director's own).

Germany will be the first of the Continental countries to get "Psycho," with openings in the key cities of Frankfurt, Berlin, Dusseldorf, Munich and Hamburg set for the first two weeks of October.

In Italy, the Hitchcock picture will be in release by the end of October. In France, the first two weeks of November will witness the release of the shocker and the Scandinavian countries will also have it this same month.

Actual release dates will be set at a 'Psych-conclave' being called in Paris in mid-September by Continental coordinator Henri Michaud, following his return to Paris from meetings in New York and Hollywood.

RADIO CITY MUSIC HALL GETS "THE WORLD OF SUZIE WONG"

Filmed in Hongkong and London, with a cast headed by William Holden, Nancy Kwan, Sylvia Syms and Michael Wilding, "The World Of Suzie Wong" is truly an international production. So what could be more appropriate than that it be premiered in that most international of all show-places, New York's Radio City Music Hall. It is scheduled to open there in November as the Music Hall's Thanksgiving attraction.



Participants in the signing of the contract calling for the showing of Ray Stark's Paramount production, "The World Of Suzie Wong," at the Radio City Music Hall in November. From L to R: George Weltner, Paramount Pictures vice-president in charge of world sales; Russell V. Downing, president and managing director of the Music Hall, and producer Ray Stark.

S W

Producer Ray Stark was right on the spot during every moment of production. Accompanied by his trusty camera and his 'eagle eye' for details, he went everywhere that the cast and the wide-screen Technicolor cameras went.





This is Nancy Kwan in her role in "The World Of Suzie Wong" on this August 1960 issue of Esquire Magazine. But that isn't all : inside the famous magazine for men is an 8-page article, with illustrations in gay and glamorous color, taken both from "Suzie Wong" and from the extraordinarily picturesque city of Hongkong against which the Ray Stark production for Paramount is backgrounded.

The cover and illustrated article represent one of the finest magazine coverages any top picture has ever been given.

PICTURES AND NEWS FROM THE NORTH AMERICAN BRANCHES...

You can never plan the future by the past.
-Edmund Burke



Juliet Prowse, Elvis Presley and an adorable baby make wonderful music and romance in one of the many charming scenes of "G. I. Blues."

NEW YORK Congratulations are in order for Miss Esther Epstein, who has been appointed cashier. She succeeds Steve Baronek, resigned. Congratuations also to Miss Grace Ganguzza who succeeds Miss Epstein as secretary to Nat Stern, sales manager.

With "Psycho," "Rat Race" & "Bellboy" racking up record grosses and our new short subjects meeting with complete exhibitor approval, good days certainly are here again. The boys and girls in the sales and booking department, sparked by Myron Sattler, branch manager, have their sleeves rolled up and are going all out to reap the harvest.

--Gene Newman

JACKSONVILLE Everyone in this branch is thrilled over the three record-breaking, blockbuster pictures now playing in our area -- "Bellboy", "The Rat Race" and "Psycho." The grosses on these three pictures have been outstanding, and we are proud that the Paramount trademark is on each. "Psycho" is playing the St. Johns Theatre here and people are continuously lined up for two or three blocks, in the rain, at every showing to see this picture.

It gives one a wonderful feeling to look at the release sheets and see a line-up of product such as "Visit to a Small Planet," "Rat Race," "Bellboy," "Psycho," "Tarzan the Magnificent," "The World of Susie Wong," "It Started in Naples," "Under Ten Flags," "Blood and Roses," "Pleasure of his Company," "Cinder-Fella," "One-Eyed Jacks," and last, but not least, the greatest motion picture ever made, Cecil B. DeMille's immortal "The Ten Commandments."

Mr. Hugh Owen visited our branch recently holding a very important meeting with our booking and selling staff. It certainly was an inspiring and interesting meeting, as Mr. Owen went over the product coming up and the pictures that will be going into production in the near future. We are certain of one thing after hearing Mr. Owen's talk, Paramount will always be a challenging competitor to all motion picture distributors. Paramount will never play second fiddle to any distributor, because we are a proud organization and a proud organization never lets up, until the goal of #1 is achieved.

We are very happy to welcome to our Jacksonville branch, Glorenia Whitchard and Sharolyn McLeod.

--Ray Chambers

NEW ORLEANS Everyone in this branch has suddenly gone ---- "P-s-y-c-h-o". That is, we are all whipped up in the exhibitor excitement over this massive Paramount attraction. Which once again proves that - "If It's a Paramount Picture, It's the Best Show in Town!"

Vacationing this month are Mrs. Irma Rogers, booker, and Edgar Shinn, salesman. Mrs.Rogers plans spending some time with friends in Waveland, Miss., while Mr. Shinn plans to drive along the coast with no definite plans. We sure hope you both enjoy your trips.

Bill Chauvin, booker's assistant, and Dave Richoux, booker, spent a few days in Memphis, Tenn., visiting with our old friends, Howard Nicholson, Travis Carr and Eddie Kaffenberger. They are now back at their desks. Also back is salesman Eddie Richard, and already on the road.

It is our pleasure to introduce three new Paramounteers - Clayton Casbergue, booker, Lea Collins, booker's assistant and former PBX operator with us; and Marsha Gutierrez,booker's assistant. We hope you three will be with us for a long time to come.

All here are working hard to better our position in "Paramount's 1960 Salute to George

(Continued on Page 18)



THE LAMP IS INSTALLED - At left is the scene in the Paramount Studio when the April sales convention was climaxed by the presentation of an old-fashioned lamp to World Sales Manager George Weltner. Jerry Pickman made the presentation on behalf of all of the delegates. At right - the lamp installed at the entrance to Mr. Weltner's beautiful home in Stamford, Connecticut.

Dallas Previews "G.I.Blues"



Hal Wallis' Elvis Presley production, "G. I. Blues," was sneak previewed at the Majestic Theatre, Dallas, the evening of August 12th. Paramount Division Manager Tom Bridge reports that the event "certainly was a huge success." He added that "Raymond Willie went all out to make this a real Hollywood sneak preview....."

After describing the event, the massive capacity audience, the overwhelming enthusiasm,Tom summed the event up in these words:

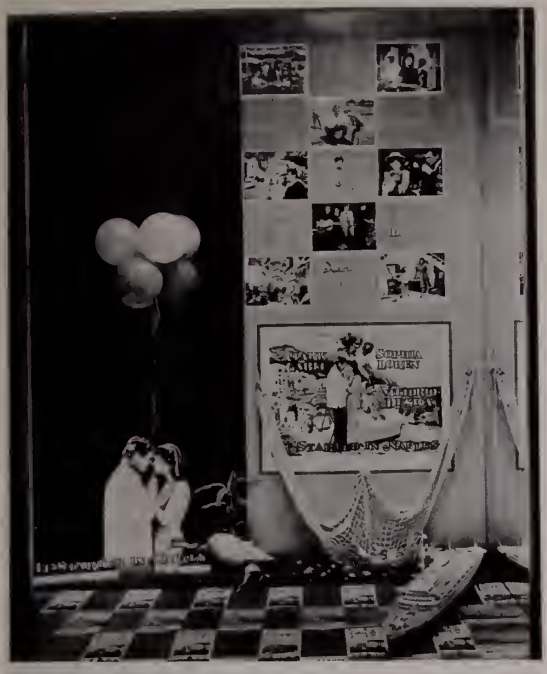
"...I have never seen an audience respond to a picture like they did to G.I.BLUES. Not only was there great applause at the beginning and end of the picture, but the audience applauded the specialty numbers throughout the film. It was not altogether an audience of youngsters; there were many, many older people in the audience. The comment cards that I saw were all marked 'excellent' and the writers' remarks about the picture were all highly complimentary.....This is not a 'rock and roll' picture. This is the new Presley.....I predict that G.I.BLUES will be the biggest Presley picture that it has been our privilege to handle....."

The preview (which Hal Wallis himself attended) was covered by William A. Payne, Amusements Editor of The Dallas Morning News, who gave the event a three-column story. His opening words were:

"....If there are any Thomases doubting whether Elvis Presley's popularity could survive a 2-year hitch in the Army, they should have been around the Majestic Theatre Friday night.....Long before G.I.BLUES came on the screen, the theatre was packed with all seats occupied and as many standees as fire regulations allow. Hundreds more were turned away."

"IT STARTED IN NAPLES" IS RINGING THE BELL AS 'LOVELY ENTERTAINMENT'

ITEM: In Lynchburg, Virginia, "It Started In Naples" did an average week's business (7 days) in the first three days.



NEW YORK - The Italian State Tourist Office on Fifth Avenue devoted a full window for two weeks extolling the pictorial beauties of Paramount's Shavelson-Rose production - "It Started in Naples." Stills, cutouts of Clark Gable and Sophia Loren and lobby material relating to the romantic comedy were seen by thousands of passersby prior to the opening of the film at the Victoria and Murray Hill Theatres on September 2nd.



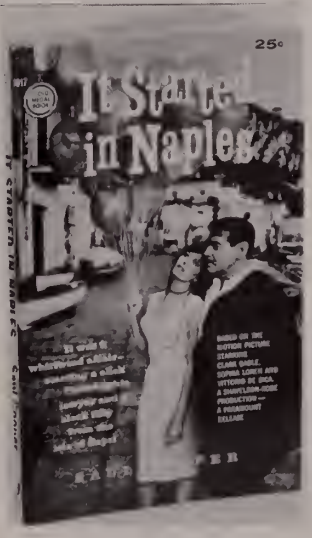
NEW YORK - Fronts of the Victoria (Times Square) and Murray Hill (East Side) Theatres, where "It Started In Naples" opened so glowingly on September 2nd. The Shavelson-Rose comedy romance in tourist-loving Technicolor, has had a most gratifying popular build-up right across the nation, with the very best reviews heard to date being those of the compliments of happy viewers leaving the theatres.

Wows Washington!

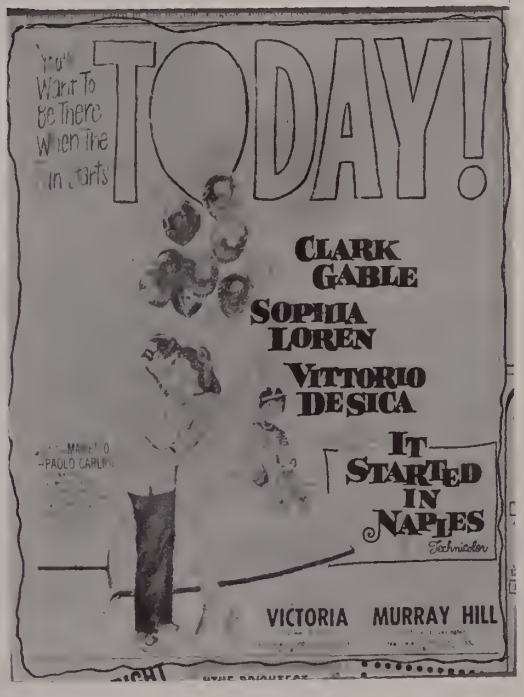
"It Started In Naples" has gotten off to a fine and significant start in the nation's capital, according to advice from Herb Gillis, branch manager. The Gable-Loren-lulu opened August 25 at the Ontario Theatre to an opening day's business that was.....

60% higher than "The Five Pennies," (which ran 5 weeks) -
55% higher than "Houseboat," (which ran 10 weeks) -
100% higher than "Teacher's Pet" (which ran 4 weeks) -
59% higher than "Funny Face" (which ran 8 weeks).

"It Started In Naples" broke the all-time record of the Goldman Theatre in Philadelphia. The patrons and the critics just loved it!



Cover of the novelization, by Paramount's Saul Cooper, of the Shavelson-Rose production of "It Started In Naples." The paperback is now on national display across the country, coinciding with the popular release of the Paramount picture.



Another one of the ads which launched "It Started In Naples" in New York on September 2nd. A lot of play was given to the phrase "Where the fun starts," in getting this happy picture across to the public.

London Likes "Naples"

The eminent British film-trade publication, The Daily Cinema, had this to say about "It Started In Naples":

> Delightful 'escape' fare, which has the magnet pull of its stars, its colourful locations and its humour to attract customers.....It's great fun in this film, slickly directed with a minimum of fuss.....It's coming out at just the right time to sustain the drizzle-soaked British for the long winter ahead.

AS ETERNAL AS LIFE ITSELF IS THE PRESENTATION OF "THE TEN COMMANDMENTS" AROUND THE WORLD

Week after week after week, news flows to us about the gratifying receptions, in all parts of the world, accorded the greatest motion picture ever made. To this point we have been reporting on "The Ten Commandments" in every issue of Paramount World for more than 7 years. We expect the columns of our publication to be chronicling the accomplishments of Cecil B. DeMille's greatest contribution to human understanding for a great many years to come.



ROSARIO, Argentina - All over South America, Cecil B.DeMille's production, "The Ten Commandments" has been a towering success. The Astral Theatre in this city was no exception. Furthermore, the Astral's front-of-house display is one of the most beautiful and effective we have seen anywhere.



This car card is one that is used in Singapore's bus system and was on display during the return engagement of "The Ten Commandments" at the Cathay Organisation's Odeon Theatre.

Note its very ironic placement in relation to one of the permanent notices in the bus.



RECIFE, Pernambuco, Brazil - Facade of one of the city's most important - and most prominent - buildings has been put to splendid use in heralding "The Ten Commandments". The picture opened at the Cine Art-Palácio on Aug. 8th.....



KUALA LUMPUR, Malaya - "The Ten Commandments" has enjoyed a truly marvelous return engagement at the Cathay Theatre here. The entire front of house display, both above and beneath the marquee, was made in the Singapore plant of the Cathay Organisation and transported to this city. It is completely 3-dimensional and very expertly lighted. It has of course contributed materially to the high success of the return presentation of the mighty Cecil B. DeMille production.





....and here is the scene in the lobby of the celebrated Recife cinema as the Fuzilieros Navais band overtured what proved to be one of the great social events of the year.

RAUB, Pahang, Malaya - The new Cathay Cinema is already building wonderful patronage with that greatest of all films, "The Ten Commandments."

The first U.S. engagement of the Italian language version of Cecil B. DeMille's "The Ten Commandments" began Monday, August 8th, at New York's Cinema Giglio, 277 Canal St.



LEFT

KUALA LUMPUR, Malaya - Another of the beautiful and dignified phases of the decor of the Cathay Theatre here for the return engagement of "The Ten Commandments".



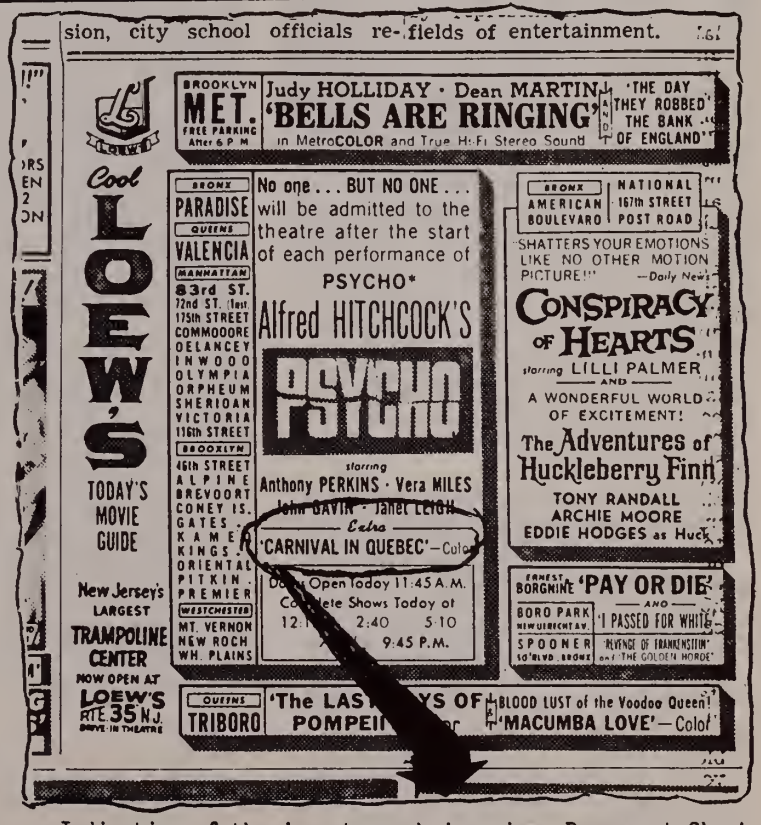
Zipping over the lakes and through the marshy woods at better than a mile a minute, the Speedboat Sextette from "Boats A' Poppin'" execute rhythmic maneuvers with the grace and precision of a Rockette Corps from Radio City Music Hall.

****

Wealth of Shorts News

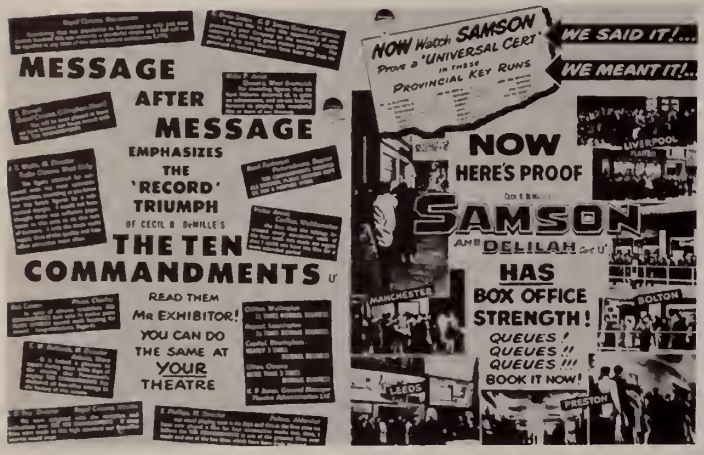
From Howard G. Minsky (whose convention predictions on Paramount short subjects supremacy are coming glowingly true), we learn much more about upcoming greatness. There is news about a precedent-setting 2-reel cartoon subject entitled "Abner the Baseball," being prepared by comedy-writer Eddie Lawrence, voiced by The Old Philosopher, and to be ready as an Academy Awards contender in time for the 1961 baseball season....Les Winik has completed the second Sports Illustrated subject, a thrill-plus camerization of the thrills and emotions of free-falling via parachute. It is called "A Sport Is Born" and was filmed in color in New England. It will be released in November.

Next issue we will picture the premiere party for "The Big A" at Aqueduct Racetrack in New York City....The second Mr. Kat subject is completed, and will be seen soon.....There is to be a 2-reel Travel-Rama in color of "Hong-kong, with the subject matter telling the very human story of the International Foster Parents Association...and in 1961 there will be a Caribbean subject in full color, filmed entirely beneath the blue West Indian waves.



Indicative of the importance being given Paramount Short Features these days by the nation's top exhibitors is this 'circuit' advertisement for Loew's Theatres in New York, in which "Carnival In Quebec" has been given what amounts to feature billing. "Carnival in Quebec" is the first of the 'new order' of Paramount shorts, and has met with top-rate receptions by audiences wherever it has been screened.

BRITISH SCENE REFLECTS ABUNDANCE OF EXPERT SHOWMANSHIP



LONDON - This 2-page spread in the July 20th issue of The Daily Cinema is pungent evidence of the continuing giant success of both "The Ten Commandments" and "Samson and Delilah." In the most important fashion the name of Cecil B. DeMille is being kept truly green in the United Kingdom.



HOLLYWOOD - Interesting shot of Juliet Prowse and correspondent Nora Laing of London Daily Sketch, made when the eminent newspaperwoman interviewed Elvis Presley's leading woman on the set of the Hal Wallis production, "G. I. Blues."



LONDON - Striking window display arranged jointly by Paramount and Thorpe and Porter, distributors of the paper-back edition of "Five Branded Women" in the United Kingdom. Display was maintained throughout the run of the Dino De Laurentiis production at the Plaza Theatre.



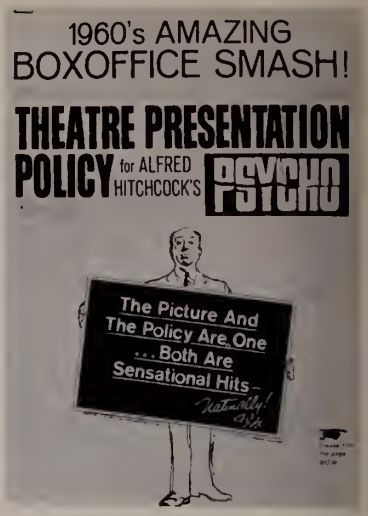
LONDON - At the fashion party for Nancy Kwan following the completion of "The World of Suzie Wong." From L to R: Mrs. Ailsa Sarland (British Vogue), Miss Felicity Green (British fashion press), Mrs. Richard Quine (wife of the film's director), and Miss Kwan.



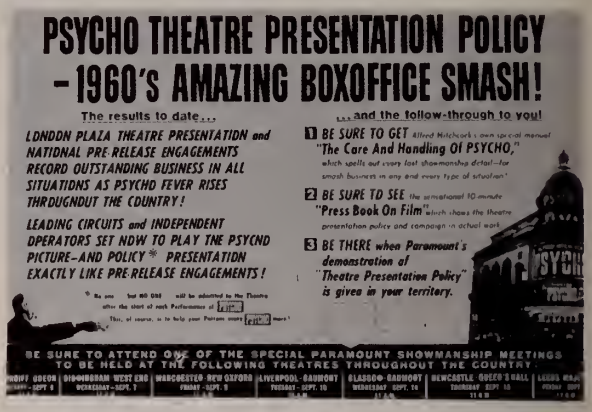
LONDON - Paramount's Head Office have found their own "Daisy Mae" and "Li'l Abner." They are Miss Maureen Butler of the Circuits Dept., and Michael Chivers of the Publicity Dept. (ad sales). They are admiring the Philips LP sound track album of the film which is a current towering success in the United Kingdom.



HOLLYWOOD - Among the group of international newspaper correspondents who conducted a mass interview with Elvis Presley on the set of "G. I. Blues" was Sylvia Norris, representing a number of British and Indian publications.



Announcement page of Tony Reddin's 3-page Daily Cinema advertisement on the "Psycho" Theatre Presentation Policy.... and below is the 2-page spread of the policy itself.



Copies of this policy are being distributed to all offices around the world by Milton Goldstein and Armand Cardea. Success of the policy is being demonstrated by the greatest audience demand in film history.



WESTBOURNE GROVE, London -- From all directions they line up at the Odeon to see "Psycho"...at the appointed times.

ALL OF ENGLAND

A G O G
A G A P E
A G H A S T
A W E D &
A G L O W

OVER "PSYCHO"

So far as "Psycho" in Great Britain is concerned, we are no longer living in the past -- only the precedent! And precedents we have! New ones every day, each one a whopping betterment over the one before. We cannot list them here, for even before this page would start its passage through the presses, we'd have better and most flashing news. So let's be conservative and say that there never has been a success quite the likes of "Psycho" in British cinemas!



LONDON - Celebrated front of the Plaza Theatre, with the title of the Hitchcock thriller displayed in massive size no less than four times. And of course crowds, crowds, crowds.



MANCHESTER - There is a cable on this page dealing with the business registered by "Psycho" at CMA's Oxford Theatre. This picture of the Oxford graphically shows the smashing of all-time, all-picture records at this house.

A CABLE RECEIVED IN NEW YORK on August 29th conveyed the fact that "Psycho," at the New Oxford Theatre in Manchester, broke the

all-time
all-weather
all-films of
all-companies

records by a margin as wide as the Atlantic.



BRIGHTON - Lower "Psycho" picture is a queue-continuation of the upper one. Both concern the fabulous, precedented business registered by the Alfred Hitchcock chiller-r-r-r-r-r-r-r at the Brighton Odeon.



And here, on the Jermyn Street side of the Plaza, this stern, effective and completely inviolate admonition concerning admission to the theatre..



LEFT

KILBURN, England - Lined up under their various admission price categories for next showing of "Psycho" at Gaumont State.

ANOTHER CABLE

We allowed that cable to stay there in the centre of the page, just for contrast.....because - on September 6th, word came in from Managing Director Fred Hutchinson to say that the 2nd week had shattered the unprecedented 1st week's record, and that the Sunday of the 3rd. week had shattered records of all the other Sundays.

The film, by the way, was Alfred Hitchcock's "P S Y C H O."



RIGHT

COPENHAGEN - Here are the members of the trio that made the street ballyhoo...And at the far right is the lobby of the Dagmar, with some of the spirit of the Japanese locale of the comedy — even unto the fish!



COPENHAGEN - "The Geisha Boy," ballyhooed by this strolling trio in the heart of this city, certainly brought Danes to the Dagmar Theatre by the thousands. Yet this was only a part of the Dagmar's campaign of showmanship.....



.....There was also this decorated truck parading all of the main streets and putting the title of Jerry's picture and the name of the theatre showing it on the lips of tens of thousands of eager picturegoers.

PSYCHO VÄCKER BEGEISTRING UTAN LIKE

* * * * * * * * * * * * *

Aldrig tidigare har det väl hänt att en film utlöst en sådan omedelbar och helhjärtad entusiasm som Alfred Hitchcocks PSYCHO förmått göra i Förenta Staterna under de två sistlidna månaderna. Föregången av en slående reklamkampanj kan den redan nu notera publik- och kassarekord som är utan jämförelse. Och entusiasmen har fortplantat sig till London och hela England, Skottland, Irland och Wales. I Japan och Australien, där filmen snart kommer upp, väntas reaktionen bli densamma. Det är ställt utom allt tvivel att PSYCHO på den internationella marknaden blir en lika stor ekonomisk framgång som den för närvarande är i Förenta Staterna. Ty PSYCHO är en film som i allra högsta grad har det där odefinierbara "något" som gör den åtråvärd för publik över hela världen.

De två senaste numren av Paramount World har sysslat en hel del med PSYCHO och här blir det än mer nyheter om den och om andra filmer.

Och om Audrey Hepburn, till exempel, som i New York är i full färd med BREAKFAST AT TIFFANY'S, som inspelas precis på de ställen och platser som historien föreskriver. Senare kommer hon i MISTRESS OF MELLYN, en Henry Blanke-produktion. Det är verkligen glädjande att Audrey Hepburn är att vänta i inte mindre än två Paramountfilmer.

ONE-EYED JACKS har varit föremål för Paramounts alldeles speciella intresse och studium och kan nu definitivt inrangeras bland "de verkligt stora". Den kommer också att behandlas enligt normen för första klassens filmer. De kommande månaderna ägnas sålunda åt förhandsreklamen för denna mäktiga Marlon Brand-produktion, som kommer att begåva filmåret 1961 med en av dess absoluta toppar.

Paramounts kortfilmer har på senare tid kommit i förgrunden. Ni lade säkert märke till i senaste Paramount World-numret, att Mr. George Weltner funnit BOATS A'POPPIN' värd en större uppmärksamhet än som kommit någon kortbild till del under en lång följd av år. Vi har också sett en märklig en-aktare som handlar om New Yorks kapplöpningsbana - Aqueduct, populärt kallad THE BIG A, vilket också är filmens namn. Fler kortbilder följer sedan, alla av stort underhållningsvärde.

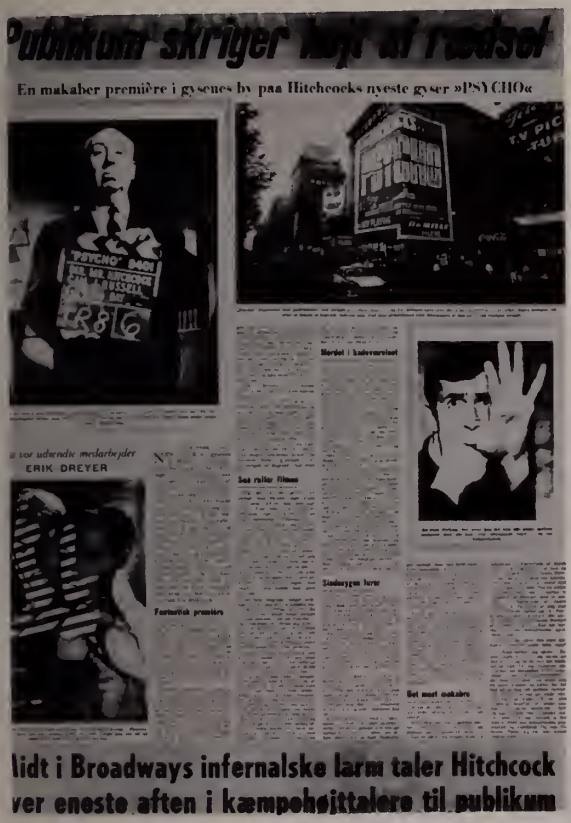
Det drar ihop sig till premiär på THE WORLD OF SUZIE WONG och ju mer man ser av detta dynamiska drama, inspelat huvudsakligen i Hongkong (interiörer i London), ju mer förundras man över filmens förmåga att förflytta oss från en del av världen till en annan. William Holden och Nancy Kwan har gjort sagolika insatser i denna Ray Stark-produktion, fullt värdiga den drömlikt vackra bakgrund mot vilken dramat rullas upp.

Inget nummer av Paramount World är fullständigt med mindre det innehåller en komplimang till herrar William Perlberg och George Seaton för det mästerliga sätt, på vilket de ger liv åt de många olika intressanta och spännande momenten i THE COUNTERFEIT TRAITOR. Den filmen blir ytterligare ett exempel på hur och varför vi vet att 1961 kommer att bli ett av de mest betydelsefulla åren i filmhistorien.

STOCKHOLM - Whether or not they have Paramount Week in Sweden, the management of the Europa-Film Theatre Circuit believes in giving its customers a full diet of Paramount product. Here below is their newspaper advertisement of Monday, August 1st. Only one theatre (Bostock) is not playing Paramount, and you will note that its share of the overall advertisement is by far the smallest.



PARAMOUNT PEOPLE AND EVENTS IN CONTINENTAL EUROPE



COPENHAGEN - When a newspaper of the stature of Ekstrabladet gives a whole page to an interview with a motion picture director -- that is really something. Yet it is precisely what happened when this eminent Danish publication's authoritative reporter, Erik Dreyer, talked with Alfred Hitchcock in Hollywood about "Psycho" and came up with one of the liveliest stories emenating from California in a long while. It was so good that when it got to Copenhagen, the newspaper's publisher decided it was good for a full page - and it got it!

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OPORTO, Portugal - The Rivoli Theatre made splendid use of the imposing front of the building to convey much of the greatness and spectacle of the Dino De Laurentiis-Paramount production, "Tempest" - and the box-office receipts vindicated such confidence.



PARIS - Nancy Kwan, co-star of Ray Stark's dynamic Paramount drama, "The World of Suzie Wong," 'starred' in an international press party here recently and was a huge success. She is shown above, at left, with Mrs. Bernard Cutler, of the European edition of the New York Herald-Tribune; Mrs. Ray Stark; a friend of Mrs. Stark, and Mrs. Lucie Noel, also of the Herald-Tribune.



HOLLYWOOD - During the filming of "G. I. Blues," star Elvis Presley had talks with a number of international newspaper representatives. Here he is with Sven Rye, correspondent for important publications of Denmark.



HAMBURG - Producer William Perlberg, left, and star William Holden have a picnic lunch at Hamburg's Eidelstedt Airport, where many climactic scenes of "The Counterfeit Traitor" have been filmed.

COPENHAGEN - The very great popularity of Danny Kaye in this city was appropriately matched by the enormously effective showmanship campaign put across by the joint efforts of the managements of the Palladium and 3 Falke Cinemas, and Paramount manager John Aarshøj.

This effort became very manifest in a very wide variety of window displays in top stores, some of which will be illustrated next month.

At right is the effective exterior of the 3 Falke Bio.



The hardest thing is to disguise your feelings when you put a lot of relatives on the train for home.
-Kin Hubbard



BOLOGNA, Italy - A long shot of the city's main street showing a massive poster, 4 stories high, for Sophia Loren in "That Kind of Woman." Poster was on show for a full month.



FLORENCE, Italy - Front and rear views of a Fiat truck bearing plenty of effective advertising for "That Kind of Woman" when the Sophia Loren picture was showing at the Odeon.



One of the many dynamic moods of Marlon Brando in "One-Eyed Jacks" - a great Paramount picture destined to be 1961's outstanding cinema sensation.

Studio Tribute to Luigi Luraschi...







On September 2nd., Luigi Luraschi terminated 31 years of Paramount service to become executive assistant to Dino DeLaurentiis in Rome. The top executive personnel of the studio tendered him, on that day, a testimonial luncheon in the studio cafe. The three photographs here shown encompass all of those present.

ABOVE: Martin Rackin (newly appointed creative executive), Luigi Luraschi, Jacob H. Karp (vice-president and studio head), Y. Frank Freeman (vice-president), D. A. Doran, Charles West, Hal Pereira, Max Raskoff. TOP RIGHT: Frank Caffey, Hal Pereira, Max Raskoff, Herb Steinberg, Sam Frey, Sidney Justin, Edward Schellhorn (who succeeded the guest of honor as censorship head, as well as being in charge of foreign publicity), and, AT RIGHT: Messrs Caffey, Pereira, Raskoff, Steinberg, Frey, Justin, Schellhorn, Bert McKay (new casting head), Eugene Frank, Rackin and Luraschi.

L'ENTUSIASMO PER "PSYCHO" E' ARRIVATO AL MASSIMO.....

Il repido e streordinerio crescendo di entusiesmo genereto negli Steti Uniti in questi ultimi due mesi del film di Hitchcock intitolato PSYCHO è une cose di cui non s'era mei viste l'eguele per nessune eltre pellicole in tutte le storie del cinematografo. Accompegneto de une megnifice compegne pubbliciterie, questo "giello" del maestro del brivido he stebilito records essolutemente nuovi sie come effluenze di pubblico che come cifre d'incessi. Lo stesso genere di entusiesmo si è già esteso e Londre e nel reeto dell'Inghilterre, Scozie, Irlende ecc. ed ebbiemo buone regioni di ritenere ch'esso non terderà e reggiungere il Giappone e l'Austrelie. Insomme, non ebbiemo ombre di dubbio che in quelsiesi territorio estero si reelizzeranno gli stessi megnifici risulteti ottenuti sul merceto statunitense, perchè PSYCHO è uno di quei film che hanno in sè un fentestico potere di richiemo per i pubblici di quelsiesi parte del mondo.

Negli scorsi due numeri ci siemo intrettenuti e lungo su PSYCHO e su PSYCHO troverete eltri interessentissimi dettegli nel presente fescicolo che del resto è pieno di ottimismo enche riguerdo ed eltri ergomenti e produzioni della Peremount.

Cosi per esempio ci sono le buone notizie circe l'edorebile Audrey Hepburn le quele he già cominciato e girere elcune scene di BREAKFAST AT TIFFANY'S qui e New York che è eppunto l'ambiente delle storie. In seguito ferà MISTRESS OF MELLYN di cui Henry Blenke sarà il produttore. E neturelmente non occorre eggiungere che per noi è une grende gioie di rivedere Audrey el lavoro non solo per uno, me per due, film Peremount.

ONE-EYED JACKS he riscosso le piene epprovezione di tutti coloro che l'hanno visionato ed è stato decisamente classificato nel novero delle grendi pellicole. Ciò significe che il suo noleggio dovrà essere effettuato con ebile e spaciale cure, mentre per quento riguerde il lenciemento pubblicitario di questo formidebile lavoro di Merlon Brendo che serà uno dei pezzi forti del 1961 troverete empi dettegli nei numeri dei prossimi mesi.

Come ormai evrete noteto, possiemo enche contere su ottimo materiele nel campo dei cortometreggi Peremount. Avrete certo letto nello scorso fescicolo i favorevoli commenti di Mr. Weltner e proposito dello short BOATS A'POPPIN' e vi diremo che ultimamente abbiemo visionato un eltro splendido short intitolato THE BIG A sulle famose corse di cevelli di New York conosciute sotto il nome di "Aqueduct".

Non menca ormai tanto ell'uscita di THE WORLD OF SUZIE WONG e più scene vediemo di questo megnifico dremme girato in meesime parte e Hongkong, con interni e Londre, più restiemo affescineti del potere che questo film he di tresportarci de une parte ell'eltre del mondo. William Holden e Nancy Kwen interpretemo insuperebilmente questa produzione di Rey Stark che si distingue enche per le megnificenze degli sfondi.

E non potremmo concludere questa colonne di Peremount World senze rendere merito elle meestrie con cui i produttori William Perlberg e George Seeton stenno immortelendo per lo schermo le vicende, il significeto e le grendezze di THE COUNTERFEIT TRAITOR in un film che confermerà une volte di più perchè il 1961 serà uno dei più begli enni delle storie del cinematografo.

ROBERT IVERS IS INTERVIEWED

AN ON-THE-WAY-UP-YOUNG FILM PLAYER MEETS THE INTERNATIONAL PRESS ON FIRST VISIT TO NEW YORK

Robert Ivers, an ambitious young man with a fierce, unquenchable yen for acting, first swam into the Paramount scene with his unforgettable role as a 'punk' in Jerry Lewis' "The Delicate Delinquent." Then he even more devastatingly recreated an Alan Ladd role in James Cagney's first directorial effort, "Short Cut To Hell." Both of Ivers' performances left indelible imprints on the memories of all who saw them. Now, to prove his versatility he has been cast by the always perceptive Hal Wallis in a comedy role with Elvis Presley in "G. I. Blues."

Ivers had never been to New York, never had seen Broadway, never had gone backstage in this fabulous show-business area. So on his own initiative, and under his own power, he came East. And because, like a true actor who aims at the world's audiences, he spoke with press representatives from many parts of the world. A cross section of these interviews is shown on this page.



Peter Bloch represented "B.Z" of West Berlin, Brigitte,a German women's magazine, Radio Free Berlin and several publications of Switzerland at the interview.

BELOW

This time the interviewer is Karl-Otto of Stockholm's Aftonbladet.





Gonzalo de Palacio, on behalf of the host of publications of Latin America which he represents, had plenty of questions to put to the young 'going-places' actor.



Here is Ivers in one of the many comedy scenes with Elvis Presley in "G. I. Blues."



When he got to speaking with Yasumasa Ota of the Kyodo News Service of Tokyo, Bob Ivers found that the fame of his performances in "The Delicate Delinquent" and "Short Cut To Hell" had already established his reputation as an actor pretty solidly throughout Japan. It was news to Mr. Ota,however, that Ivers plays a comedy role with Elvis Presley in "G. I. Blues,"so this angle was particularly newsworthy.



Some photographs were autographed by Ivers after he had talked about future acting plans in response to questions put by Mrs. Mary Spaulding, representing El Mundo of San Juan, Puerto Rico.



Mrs. Graciela Chavez, interviewing Ivers for the readers of Estampa, of Argentina, found Bob's sense of comedy most delightful, and gave it as her opinion that the viewers of Elvis Presley's "G. I. Blues" would likewise be delighted.

Dr. G. N. Fenin brought Italy into the international interview picture with his representation of Cinema Nuovo and La Nazione.



Priscilla Taurog, 13, has a juvenile role with Elvis Presley in Hal Wallis' "G.I.Blues" -and thereby is the latest of a long list of talent discoveries attributable to the picture's director, Norman Taurog.

Taurog is the girl's father. Some of the young players he directed to fame in their juvenile heydays included Jackie Cooper, Mickey Roonsy, Jackie Coogan, Judy Garland and Deanna Durbin. The new role is Priscilla's first before the movie cameras, although she has played leads in school plays.



Supposing you had gone into a Miami Beach hotel and been faced with the problem of making a choice between these two bellboys. (Providing, of course you would so boldly presume that you had a choice). In any event, you'd know that there was fierce fun ahead. Because one of the bellboys is Jerry Lewis, and the other is Milton Berls. As for the antics they perpetrate, you can see and enjoy them (in safety) in Jerry's fun-frolic, "The Bellboy."

Laurence Harvey's second film for Hal Wallis will be "Tamiko," romantic drama based on the popular novel by Ronald Kirkbride. The Paramount release will be filmed in Japan early next year, following completion of Harvey's first picture for Wallis, Tennessee Williams' "Summer and Smoke," co-starring Geraldine Page.

Wallis is in Japan as we go to press, making arrangements for the filming of "Tamiko."

OPWINDING OVER "PSYCHO" IN EEN FANTASTISCH TEMPO

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Er is nog nooit zulk een snelle en verreikende golf van opwinding geweest door welke rolprent in de geschiedenis van de film dan ook veroorzaakt, als nu heeft plaats gevonden gedurende de laatste twee maanden in de Verenigde Staten over Alfred Hitchcock's produotie "Psycho". Gesteund door een intensieve publiciteitscampagne heeft deze super thriller zonder weerga records gebroken in bezoekersaantallen en recettes. En deze zelfde opwinding heeft zich nu meester gemaakt van Londen en over geheel Engeland, Schotland, Ierland en Wales. En men verwacht dat dit binnenkort zal gebeuren in Japan en Australië. Wij zijn er zonder enige twijfel zeker van dat er op het internationale terrein van Paramount zakelijke succesen geboekt zullen worden, die in ieder opzicht overeen zullen komen met die, welke op de markt van de Verenigde Staten reeds zo effectief bereikt zijn. Want "Psycho" is een film die op uitzonderlijk sterke wijze filmbezoekers over de gehele wereld aanspreekt.

Onze laatste twee nummers hebben uitgebreid nieuws over "Psycho" gebracht. In deze editie vindt U nog meer praohtig "Psycho" nieuws. Voor zover het ander Paramount nieuws betreft zijn er bijzonder optimistische artikelen.

Er is bijvoorbeeld goed nieuws over Audrey Hepburn. Zij is alweer aan het werk in New York voor de opnamen van "Breakfast at Tiffany's", waarvan alle opnamen gemaakt worden op de werkelijke plaatsen van het verhaal. Over enige tijd gaat zij "Mistress of Mellyn" maken, een Henry Blanke productie. Het is bijzonder plezierig Audrey aan het werk te zien, niet slechts aan één Paramount film, maar zelfs aan twee.

"One-Eyed Jacks" heeft alle tests van het hoge niveau van de Paramount maatstaven doorgemaakt en is nu definitief ingedeeld in de klasse van de grootste films. De komende maanden zullen worden besteed aan de plannen voor het uitbrengen van deze machtige Marlon Brando film, die zeker een van de meest uitzonderlijke films van het belangrijke filmjaar 1961 zal zijn.

Paramount shorts hebben de laatste tijd weer een hoog niveau bereikt. Zoals U in het laatste nummer van Paramount World heeft kunnen zien, heeft de aanbeveling van George Weltner "Boats A'Poppin'" aangeduid van een zodanig niveau te zijn, dat alle Paramount shorts in een groot aantal jaren overtreft. Wij hebben onlangs ook een grote eenacter gezien over New York's wonderlijke racebaan, Aquaduct. Deze heeft tot titel "The Big A", hetgeen de populaire naam is voor deze race-weg. Er zullen nog vele van zulke filmpjes volgen en zij zijn allen zeer onderhoudend.

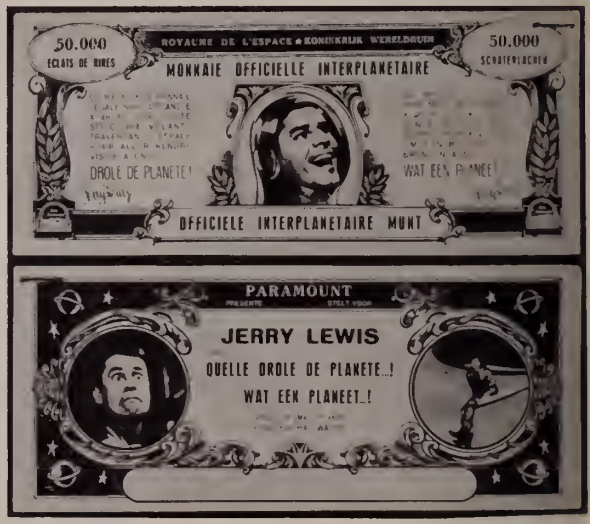
"The World of Suzie Wong" nadert zijn voltooiing en hoe meer wij van dit dynamische drama zien, dat voornamelijk in Hongkong werd opgenomen (met binnenopnamen in Londen gemaakt), des te meer staan we



AMSTERDAM - Crowds thronging the entrance to the Noggerath Theatre on the occasion of the re-release presentation of Cecil B. DeMille's "Samson and Delilah." This picture was a massive sensation here, as well as in Rotterdam and The Hague.**********************************

versteld van de grote kracht van deze film, die ons van het ene deel van de wereld naar het andere deel verplaatst. William Holden en Nancy Kwan geven groot spel te zien in deze Ray Stark productie, geheel in overeenstemming met de wonderlijke, boeiende achtergronden.

En geen nummer van Paramount World zou volledig zijn zonder een woord van grote bewondering voor de meesterlijke wijze waarop William Perlberg en George Seaton de spanningen, de belangrijkheid en de grootheid van "The Counterfeit Traitor" op het doek brengen in een film, die eens te meer weer een voorbeeld zal zijn van hoe en waarom 1961 een van de meest belangrijke jaren in de geschiedenis van de film zal worden.



BRUSSELS - This 50,000-Laff bill was part of the ingenious and thoroughly effective showmanship campaign engineered by the Belgian Paramounteers for Jerry Lewis' "Visit To A Small Planet." Both sides of the bill are shown above, and what made this device all the more effective was the fact that it was the same size, and printed in the same color, as the Belgian 1,000 franc note. Another phase of its usefulness was found in the fact that its message was printed in both French and Flemish.

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TELEMETER STEADILY WINNING "ACCEPTANCE ESTABLISHED" SEALS OF PUBLIC APPROVAL

Any new product, any new service, any new entertainment, any new publication, relies most heavily on that form of approval known as mass acceptance. Telemeter seems to be winning this very rapidly and in permanent fashion.

One unmistakable sign of the successful acceptance of Telemeter is the manner in which the top publications of the land are treating the subject editorially. Newest in the parade of praise is the highly regarded Pageant Magazine, which in its October number relates, with pictures, the visit made to Etobicoke by a Pageant reporter, and the emphatic proof found by this reporter of the onward march of Telemeter.

Many other celebrated publications have scheduled Telemeter as one of their early subjects for editorial treatment.

Between You And Me

ACCEPTANCE ESTABLISHED



By MARGARET AITKEN

BARNEY BALABAN, president of Paramount Pictures in the United States, has given a comprehensive report of the pay-television experiment in Etobicoke.

This is of special interest to me because earlier this year Mr. Balaban attended the telemeter premiere, which took place in my constituency of York-Humber.

In his report Mr. Balaban explained that the Canadian company Famous Players, launched telemeter theatre-in-the-home on Feb. 26 and everyone concerned has been watching it closely ever since.

Longer Trial

"It must be obvious to any realistic person," the Paramount president reported, "that definite answers on public acceptance will require a longer period of trial than a few months that have elapsed since the opening of telemeter."

However, notwithstanding the fact that every new gadget has a novelty appeal, "public acceptance of the principle of paying for television programs was endorsed in unmistakable terms when we inaugurated telemeter in Toronto."

The number of homes in Etobicoke that could be wired are from 12,000 to 13,000 and Famous Players' ultimate objective was a 50 per cent. saturation—i.e., 6,000 homes.

Three months after the premiere, 5,400 subscribers were waiting for installation of telemeter units. So, public acceptance seems to be established, at least in Etobicoke.

But how many people will continue to use their telemeters? That is a $64 question still to be answered.

Summer Doesn't Count

If subscribers fail to use the units they will be removed from the homes, although the summer months of holiday time are not to be counted in assessing use.

A survey was made of Etobicoke households in which it was found that 32 per cent. of the adults were not movie-goers.

Yet, these non-movie-goers used their telemeters as often as the movie-viewing families. Also, local movie houses had not suffered from telemeter.

So far, the most popular telemeter film has been The Ten Commandments. Fifty per cent. of the potential audience paid a dollar to see it.

Sink The Bismarck was second and Ask Any Girl, third. Peyton Place was the least popular.

Marie Torre Reports

Pay-TV Going Over Big With Toronto Viewers

Besides shopping for frothy situation comedies and jazz-up adventure films, all good TV executives are on the watch for developments in "nemesis" medium pay-television . . and they got an eyeful the other day!

The field of observation was Toronto, where public acceptance of the principle of paying for TV programs has been indorsed in unmistakable terms through Paramount's International Telemeter experiment. The latest development in pay-TV in Toronto might well have given the rubbernecks, notably CGS, which goes in for an optical trademark, bloodshot eyes. Boasting 5,400 toll television subscribers just three months after its start—900 short of the 6,300 goal for THE YEAR—the Telemeter company has suspended all sales efforts with the explanation that it has all the subscribers it can handle for the time being.



Marie Torre

Outside of Toronto pay-TV has been making news of a nature equally gloomy to its network opponents. In San Francisco, two companies which hope to bring pay-TV to California reported progress at a state legislative committee hearing, and noted, "we can get ready to go in a very short time."

In New York, Telemeter has made known that the system will be installed "within the year," and word of this has sparked unexpectedly high interest.

Among bits of public reaction recorded at Telemeter was a phone call from a Park Avenue viewer who wanted to know how soon operations would begin and could he be among the first to sign up as a subscriber.

"What's the hurry?" asked the Telemeter man.

"Well I watched television last night, as I do most nights and I've come to the conclusion that pay-TV has got to be better than what we're getting."

Telemeter is beginning to be standard news in TV and radio columns of the nation's top newspapers. As instance this special column by the noted Marie Torre in the New York Herald Tribune.

"WALK LIKE A DRAGON," James Clavell's most interesting production co-starring Jack Lord, Nobu McCarthy, James Shigeta and Mel Torme, won this accolade from The Daily Cinema of London:

> "...A strong story and good performances by the American/Chinese players, plus a semi-Western setting, make for a sound general booking..."

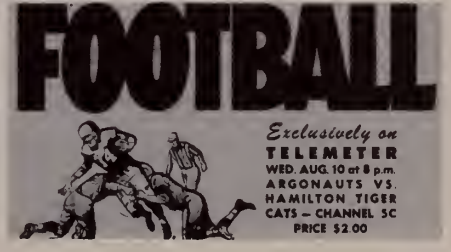
This column from the Toronto, Ont., "Telegram" has a many-faceted importance. In the first place, this is of newspaper editorial stature. Secondly, it is most definitely upbeat. Thirdly, it appears under the signature of Margaret Aitken, a Member of Parliament in the constituency which incorporates Etobicoke - the world's birthplace of practical, public-accepted Telemeter.



Two financial wizards are starred on the cover of the July 29-August 15 Telemeter Guide issued to Etobicoke viewers. They are Paramount president Barney Balaban and thrill-master Alfred Hitchcock - with "Hitch" depositing the money (for a viewing of "Vertigo," which was on last month's listing).

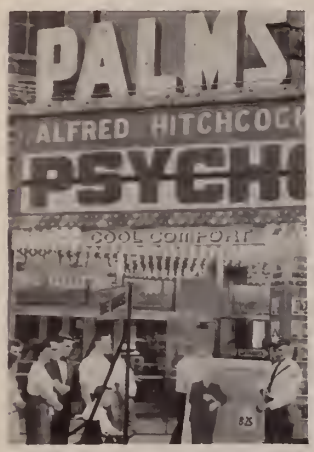


Here are two pages of the August 16-Sept.4 programme, with two Paramount pictures shown. They are "Conspiracy of Hearts" and "The Bellboy." Other Paramount pictures in the two listings reproduced above are - "The Rat Race," "The Buccaneer," "Heller In Pink Tights."



This postcard, announcing one of Telemeter's spectacular 'exclusives,' was sent to all of the Etobicoke subscribers well in advance of the football game it advertised.

Life is the art of drawing sufficient conclusions from insufficient premises.
-Samuel Butler



DETROIT - The "Psycho" line of waitees here is headed by one fan who was determined to allow nothing to stand in the way of his seeing the Hitchcock thriller at the Palms Theatre.

What small potatoes we all are, compared with what we might be.
-Charles Dudley Warner



ST. LOUIS - Picture made during the surprise shower the girls here gave to Claire Slade, stenographer, who was married August 14th. Clockwise -- Pauline Wrozier, Hilda Ketterer, Claire (cutting the cake), Theresa Boheim and Gladys Shy.

At top: Mrs. Wrozier and her two darling daughters, Paula,8, and "KK," or Mary Catherine,6,snapped when they came to the office to pick up "Mommy."

No person who is enthusiastic about his work has anything to fear from life.
-Samuel Goldwyn

News from the U.S. branches (Continued from Page 6)

Weltner." With the very promising group of features coming up, we are confident we will finish in the first spot. - Dave Richoux

ATLANTA With "Psycho" bustin' out all over, and "It Started In Naples" buzzing right along, the Atlanta gang is in high gear for the 1960 Salute to George Weltner. Things are really looking up!

We welcome the following people: Bob Hames, formerly of Charlotte, as sales manager; Wilbert Andre, formerly Zone 1 salesman, to the booking department. Zone 1 is now being handled by W. R. Word,Jr. Also new in the booking department are Wayne Chappell, booker, and Jo Anne Blake, assistant booker. Not a new face, but returning to our accounting department,is Peggy Sirbaugh. To all of you we extend the Atlanta hand of welcome!

Congratulations to Weber Howell, head booker -office manager, and Bob Hames, sales manager, on being named to Paramount's 100% Club again!

From Atlanta - 'nuff said - Y'all.
-Virgil Hopkins



"Is this how the Austrians kiss?" asks the character played by Maurice Chevalier in "Breath of Scandal" of the character played by Sophia Loren. It's a pretty moot question, as you can judge by the Chevalier facial expression. "But," says the Chevalier character, "let's complete dressing and go down to the Royal Ball, and there I will show you,publicly, what a kiss is really like." So they did - and he did....and it's all part of a most delightful film, made strictly for entertainment.

FIRST IN A SERIES OF VISITS



Beginning the visits in the office of Hugh Owen, vice-president of Paramount Film Distributing Corp. From left: Ed DeBerry, assistant to Mr. Owen; Hugh Owen; Robert Hames, sales manager, Atlanta; John Serfustino,branch manager,Buffalo.

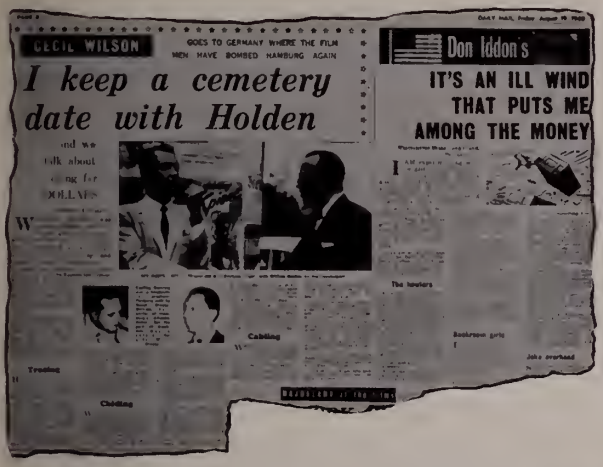
A return of the fine system of bringing men in the domestic field into Home Office for general orientation has come about under the instructions of George Weltner, director of world sales. The first two men already have made their visits. They are John Serfustino, Buffalo branch manager, and Robert Hames, Atlanta sales manager, both shown in the scene above.

In the case of Messrs. Serfustino and Hames (who are the fore-runners of others who will later undergo the same course of organization-information), the procedure differed from the visits of branch managers made several years ago. At Mr. Weltner's direction, these two long-service Paramounteers first spent a week in the Philadelphia branch, observing at first hand the operation of this branch under the skilled and experienced direction of Ulrik Smith. Then they spent a full week in the Pittsburgh branch, observing the highly proficient managership of Don Hicks in operation.

Then they came on to New York, where they spent four working days making contact with all departments related to their branch operations, and also in making themselves known to Home Office personnel, as well as getting the folks in New York to know them.

A fine and meritorious business operation all around!

WORLD-WIDE NEWS INTEREST FOCUSSING ON "THE COUNTERFEIT TRAITOR"....FILMING IS AT HIGH PITCH


CECIL WILSON GOES TO GERMANY WHERE THE FILM MEN HAVE BOMBED HAMBURG AGAIN

I keep a cemetery date with Holden

Don Iddon's

IT'S AN ILL WIND THAT PUTS ME AMONG THE MONEY

LONDON - British picturegoers are already learning of the excitement and thrills being packed into "The Counterfeit Traitor." Cecil Wilson, the show business editor of the London 'Daily Mail', flew to Hamburg in late August to watch shooting on the Perlberg-Seaton film, and the above fine spread appeared in the famous newspaper as a result.



HAMBURG - Seven producing and acting principals contributing to the thrills and realism of "The Counterfeit Traitor." From the left they are: Director George Seaton, Bob Iller as Speer, Willie Krause as Goebbels, Walter Bistram as Goering, William Holden as Eric Erickson, Producer William Perlberg and German actor Ernst Schroder. Shooting on the film in Hamburg will be completed by the time this caption is read, and the company will be in Copenhagen, going later to Stockholm and then to Hollywood.


Long Island Sunday Press

PARADE

ERIC ERICKSON The true story of our master spy

QUEEN ELIZABETH One man's battle with the British monarch

The U.S. Sunday magazine,"Parade," with a circulation running virtually into the tens of millions, gave the cover and three pages of the August 21st issue to the true-life spy basis of "The Counterfeit Traitor." Cover, shown above, depicts William Holden and the real-life Eric Erickson, whom Holden depicts in this exciting Perlberg-Seaton production.

RIGHT

HAMBURG - George Bourke, of the Miami (Florida) Herald, visits the set of "The Counterfeit Traitor" and takes his own cine film of the shooting.



"The Counterfeit Traitor" may well be setting a pattern for future Perlberg-Seaton productions, for in this one both George Seaton and William Perlberg appear in acting roles. They are shown above with William Holden in a scene in which, as German businessmen, they point out the damage caused to an oil refinery after an Allied bombing raid. Seaton is pointing, Holden is at left, Perlberg is in rear to his right,and the fourth man is German actor Ernst Schroder (who plays Baron Von Oldenbourg - a friend and confederate of spy Eric Erickson, who in turn is played by Holden).



Director George Seaton and star William Holden relax between takes and enjoy a joke with German actress Ingrid Van Bergen, who plays Hulda, a Herbertstrasse "whip girl" and Allied agent in the film.



DER CHRONIST IS "TOPS"

We wish most sincerely that every reader of Paramount World could be a reader also of 'Der Chronist.' This is the exciting little 3-page mimeo sheet being issued every week by the "Counterfeit Traitor" company on location in Europe.

Not only is it sparklingly written, but it has the flavor of the excitement, the color and the thrills of the picture it represents. And it brings alive not only the people in the picture itself (like Bill Holden, Lilli Palmer and all of the others), but also the equally colorful persons connected with the making of what will unquestionably be one of the highlight films of 1961.

Every great picture made by or for our company should have a 'Chronist.' Such a publication adds to the stature of any film --- especially when it is done with the sincerity and descriptiveness of this Perlberg and Seaton's advance 'voice.'

"PSYCHO"-MANSHIP

C-H-A-T-T-E-R (between clenched teeth!).....Hitchcock's film, the ending of which we must never reveal, and the title of which we can barely whisper, is doing the same sort of astounding business in England (metropolii as well as suburbii) that is being registered throughout North America.....Br-r-r-r-r!....We hear that Aqueduct Racetrack is allowing no race fans to enter the track after the start of a race: they have to wait for the next event.....Many theatres are reporting that "Psycho" is bringing back the 'lost audience.' Ed Dunlop, manager of the California Theatre in Burbank, states he is doing the best business of the season with Hitch's horoor-rama. He tells of seeing many customers arriving early and checking watches. When he resumes that good old-fashioned (and profitable!) practice of talking with the customers (as if they were human beings and old friends), he hears them admit that they haven't attended a movie in years, yet felt attracted to "Psycho".....Brr-r-r-r!....Which reminds us of the report that the wives of some movie executives aren't allowing their husbands to join the family after dinner has started. They have to get in line and wait for the next meal..... The folks at Loew's Theatres in New York are still checking their money-chronometers on the take for that first day of the splash release: the figure was so far out of this world only three of the 38 satellites are going anywhere near it.....And that seems to remind us to mention that the starting time for each screening of "Psycho" should be called "the witching hour".....During the recent big storm that flooded some of the New York suburbs, many automobiles got caught in the swirling waters. One of these cars was pictured in a Long Island newspaper. The picture would not reproduce well here, but it does show a car just about disappearing - and here's the caption: "A car is nearly covered by swirling, muddy waters on the Long Island Expressway at Springfield Boulevard. To those who saw the movie, this view of the sinking car may suggest a scene from 'Psycho'."....Just goes to show how the movie is being talked about.....And of course the industry will never cease talking about the situation in New York City of "Psycho" being released on a mass scale in the suburbs while being still in release on Broadway....Out in Denver they are also still talking about the patrons who fainted in the RKO Orpheum waiting line and was whisked away in an ambulance. No one knew where the ambulance came from, nor to what hospital the luckless "Psycho" fan was taken, and for two whole days all hospitals were searched - to the publicity glory of "Psycho." Eventually the patient was located - and he recovered fully, and got back in another line to see "Psycho." .....Br-r-r-r-r.....They are telling these days about the new status-symbol: "I have seen 'Psycho' from the middle!" But nobody has won the symbol yet.....And up in Schenectady, New York, a radio station, via an announcement, gave up trick handcuffs so that timid picturegoers could handcuff themselves to the theatre seats when viewing "Psycho".....Like Jimmy Durante, we've got a million of them. There'll be some more next issue.



MINNEAPOLIS - On Page Three we have a picture of one section of the interior of the State Theatre, showing a provision to take care of the hunger instincts of the hundreds waiting to catch "Psycho" at the start. And here we show another provision in the same theatre - this one to curb the gabbo-instincts of those who would spoil the fun of others by revealing the astounding climax of "Psycho." (We are told that there are very few who actually break the spell by revealing the and.)



PORTLAND, Oregon - Here, as elsewhere throughout the land (and, growingly, throughout the world), it's a case of lines, and lines and lines. This is the front of the Broadway - and once again the line stretches as far as the 'Psych' can see.

The Extrapolation of "Psycho" Business Is Virtually Unprecedented in Paramount History

INTERNATIONAL PERSONALITIES IN PARAMOUNT CINEMA EVENTS



HOLLYWOOD - Geraldine Page (above), who has been cast by Hal Wallis to co-star with Laurence Harvey in Tennessee Williams' "Summer and Smoke," has won the Sarah Siddons Society's Actress of the Year Award for the 1959-60 Chicago season. Miss Page won the award for her performance in Mr. Williams' "Sweet Bird of Youth," which was a stage sensation in both New York and Chicago.

The Siddons Society's members chose Miss Page from among 59 actresses in 60 plays performed during the past season.



HOLLYWOOD: Edward Schellhorn, who has been the Paramount Studio foreign publicity representative, and assistant to Luigi Luraschi, has been assigned to the latter's duties as well as continuing the foreign publicity functions. (Luraschi has joined Dino De Laurentiis Productions in Rome as associate producer of DeLaurentiis' English-language films).



HOLLYWOOD - One may well speculate from this scene on a set of "The Bellboy", whether Jerry Lewis is gathering information from Walter Winchell, or vice-versa.



VIENNA - A very welcome visitor on the set of "A Breath of Scandal" was the grand Italian actor, Vittorio De Sica (left). Not long before, he had been with Sophia Loren (centre) in the delightful comedy, "It Started In Naples." Other member of the trio is the ever gay and zestful Maurice Chevalier, who is a tower of strength in "A Breath of Scandal."



HOLLYWOOD - In the Paramount commissary, Mr. Adolph Zukor has the pleasure of being host at a luncheon to Paramount executive Robert J. Rubin and his Mother. Many years ago, in that era when Mr. Zukor was in the fur business before becoming a motion picture pioneer, Mrs. Rubin, then a young girl, was one of his employees in Chicago. The orchid is a symbol that Mr. Zukor remembers those days with much affection.



DALLAS, Texas - Mrs. Mable Guinan (above) Paramount booker here, will be presiding at the seventh annual convention of Women of the Motion Picture Industry, in Toronto, Canada, on September 9-10-11. This will be while the present issue was being printed, so we hope to carry pictures in the next issue.

Theme of the convention as announced by President Guinan, was "WOMPI CANADA-SCOPE '60." Also on the agenda was a visit to the Telemeter Studios to observe operation of this newest phase of successful show business.



PARIS - Three men and a very lovely Chinese maid - at the international press and fashion reception for that maid (Miss Nancy Kwan, co-star of the Ray Stark Paramount production, "The World of Suzie Wong"). With Miss Kwan are: Grady Johnson, in charge of publicity on the picture; John B. Nathan, Paramount general manager for Continental Europe; Edouard de Segonzac, Paris representative of Paramount's production department.



NEW YORK CITY - Having completed work in the Hal Wallis production, "All In A Night's Work," Shirley MacLaine, accompanied by her husband, Steve Parker, arrives at New York International Airport en route to the Venice Film Festival. Later she will return to New York where the Japanese musical show she and her husband presented with such conspicuous success in Las Vegas, will be staged at the Latin Quarter on Broadway.



This is Sweden's talented Eva Dahlbeck, who has a most important role with William Holden, Lilli Palmer and Hugh Griffith in the Perlberg-Seaton production of "The Counterfeit Traitor."

COLBY IS GOOD COPY



RICHARD COLBY

In the world of copyright, Richard Colby, a Paramount Staff Attorney, has become a newsworthy copyright lawyer. A Colby article, entitled "Duration of Copyright and Status of Assignments of Copyright Renewals," appeared in a recent issue of the Copyright Society law review, an English language U.S.A. publication. The German copyright law journal, known as UFITA, published in Munich, Germany, is printing a German translation of the article, and IL DIRITTO di AUTORE, a copyright law journal published in Rome, will soon present to its readers an Italian translation.

Mr. Colby, Chairman of the American Bar Association Copyright Committee on Authors, East Group, assists Mr. Leonard Kaufman, General House Counsel of Paramount Pictures Corporation, in administering the legal affairs of the Production and Music Departments of Paramount Pictures and Famous Music in New York and Europe.

空前の昂奮を巻起した「サイコ」

ヒツチコックの新作「サイコ」が過去二ケ月間に全米で巻起した急速且つ広範囲な昂奮は映画史上空前のものである。優れたショウマンシップの支持もあつてこのスリラー巨編は動員数及び興収に於て前例のない快記録を樹立している。既に同じような昂奮がロンドンをはじめとしてイングランド、スコットランド、エール及びウエールスの各地で巻起されているが、やがて日本及び濠洲に波及することが期待されている。パ社の海外市場のすべてに於て「サイコ」はアメリカに於ける空前の記録に匹敵する素晴しい興収記録を樹立することに確実である。何故なれば「サイコ」は全世界の映画ファンに対して不思議な魅力を持つ映画であるからである。

本誌では過去二回に亘つて「サイコ」について詳細な紹介を行つたが、本号ではこの映画について更に多数の素晴しいニュースを提供、その他パ社にとつて明るいニュースの連続である。

オードリー・ヘップバーン撮影に参加

先づグッドニュースはオードリー・ヘップバーンがニューヨークで「ティファニー家の朝食」のロケに参加したことである。この映画は物語の背景になつた実際の場所でロケが行われている。この映画に続いてオードリー・ヘップバーンにヘンリー・ブランクの作品「ミストレス・オブ・メリソン」に出演の予定で、ヘップバーンが一作品だけでなくパ社の作品二つに出ていることは大変嬉しいことである。

「片眼のジャック」は偉大な作品

「片眼のジャック」はパ社の難しい水準テストを見事に突破して確実に「偉大な作品」のカテゴリーに入つた。勿論これは最高度の洗練された取扱いを必要とする。このマーロン・ブランドの巨編の公開に当つて此処数ケ月間に亘つて万全の準備が行われる予定で、この映画に一九六一年の意義ある映画年に対して驚くべきスリルの一つを与えることは間違いない。

パラマウント短篇映画の躍進

パ社の短篇は最近とみに活況を呈するに至つた。本誌先月号によつて見られた如く、ジョージ・ウエルトナー氏の裏書通り「ボーツ・アポッピン」は過去何年間かパ社の短篇に見られなかつた水準を持つに至つた。更に最近の作品にニューヨークの素晴しい競馬場アクイダクトを描く勝れた一巻ものがある。この作品のタイトルはこの競馬場の一般的な呼び名「ザ・ビッグ・エー」である。尚引続いて多数の優秀な短篇映画が製作されて居り、何れも興行価値の高い作品許りである。

封切迫る「スージーウオンの世界」

「スージーウオンの世界」の封切が近づいているが、香港で撮影され（室内の撮影はロンドン）たこのダイナミックなドラマを見れば見る程、我々は観客を世界の一つの場所から他の場所に連れ去る映画の不思議な力に驚嘆する。レイ・スタークのこの作品でウイリアム・ホールデンとナンシー・クワンが絶妙の演技をみせ、眼を奪う背景の魅力と共にこの映画の圧巻となつている。

パールバーグ・シートンに敬意

最後にパラマウント・ワールドにウイリアム・パールバーグ及びジョージ・シートンのコンビに敬意を表し度い。「ザ・カウンターフィット・トレイター」のスリルと意義と偉大さは一九六一年が映画史上の最も意義深い年の一つとなることを約束する有力な要員と言えるのである。

× × × × × × ×



HOLLYWOOD - Famed Japanese comedian Junzaburo Ban (we pictured him last month with Jerry Lewis) explored many phases of production during his Paramount studio visit. He was even transformed, by make-up expert Wally Westmore, into a rather reasonable facsimile of the noted Japanese dramatic actor, Sessue Hayakawa.



TOKYO - When Mr.William R. Wilkerson (publisher of Hollywood Reporter) and Mrs. Wilkerson and their children were here recently,they were entertained at a traditional meal by Paramount's Far East supervisor, S. A. Henriksen and Mrs. Henriksen (both at right).



HOLLYWOOD - S.Kosugi (right), Hollywood representative of "Screen," of Tokyo, introduces his father, publisher of "Screen" to Shirley MacLaine on the set of "All In A Night's Work."



Mr. and Mrs. Wilkerson also were given the traditional flower welcome by a bevy of Japanese beauties. (The Wilkerson son and daughter are practically hidden by the blossoms). At left rear is Paramount's Toshio Ise, the film industry's ace publicist.



TOKYO - An advertising balloon high over this city calls attention to the fact that the Pantheon Theatre was presenting Jerry Lewis in "Visit To A Small Planet." A similar ballon was used for the same comedy, at the Milanoza Theatre.



TOKYO - Two views of the remarkably fine display of enlarged stills of scenes from "Five Branded Women" in the Nishi Ginza Department Store. Stills also were displayed on stairways linking several floors.

PARAMOUNT ACCOMPLISHMENTS IN THE FAR EAST REACHING THAT PEAK SYMBOLIZED IN OUR FAMOUS TRADE MARK







HONGKONG - This is at once a news picture of William Holden and a scene from "The World Of Suzie Wong." Bill is shown on one of the piers of the famous Star Ferries, which ply between Victoria and Kowloon. Much of the action in the Ray Stark-Paramount production takes place both on these piers and on the ferries.



SINGAPORE - This is the Cathay Organization's testimonial luncheon to staff member Tan Howe Liang (in dark Olympics coat), who is now in Rome to represent Singapore in the lightweight division of the weightlifting championships. The contest will be decided while this issue of Paramount World is being published. Lim Keng Hor is shown extending best wishes for success to the fine young athlete.

Tan is at present the holder of the Asian and British Commonwealth titles for weightlifting in his division, and in trials before his departure he easily bettered the existing world record.

We sincerely hope to be able to record his Olympics success next month.

"Tempest" - Big Thrill in India

"Tempest," the massive hit that Dino De Laurentiis produced for Paramount world release, continues to do record business. Latest evidence is in this cable from Bombay to Paramount International's president, James E. Perkins:

"TEMPEST" OPENED REGAL BOMBAY AUGUST 19. CRITICS AND PUBLIC REACTION EXCELLENT. FIRST 3 DAYS RECEIPTS A RECORD FOR THIS THEATRE.

VAIDYANATHAN. HENRIKSEN

The cable was signed jointly by K.S.Vaidyanathan, Paramount general manager for India, and S.A.Henriksen, Paramount's Far East supervisor.



RIGHT

BANGKOK, Thailand - Architect's front-elevation of new theatre, named the Paramount, to be dedicated December 1st with a Royal Command performance of "G.I.Blues" - which The King and Queen of Thailand saw being filmed in the Paramount Studio recently.

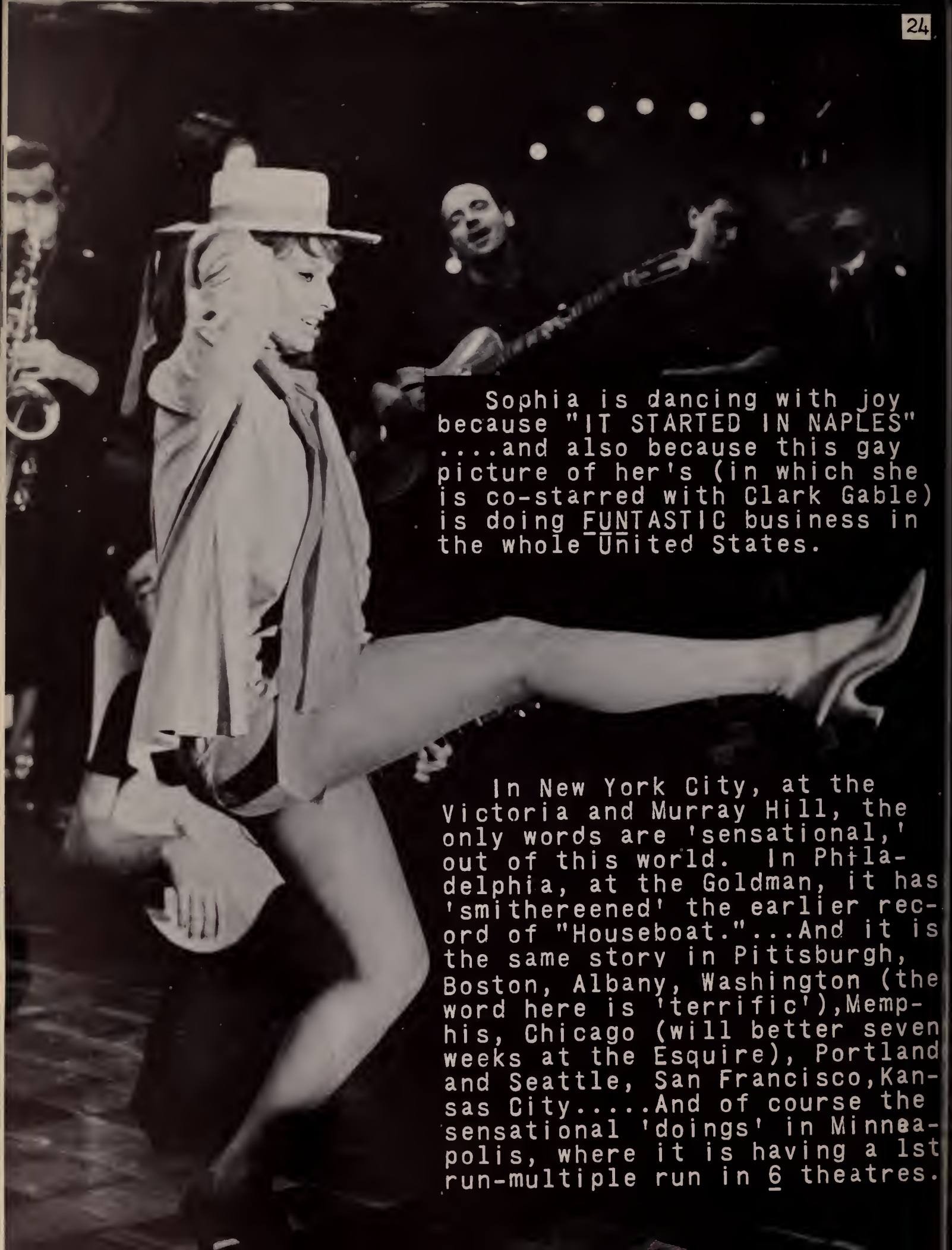
SINGAPORE - The Cathay Theatre's magnificent 3-stories-high golden display frame had a worthy occupant when "Samson and Delilah" was the famous theatre's attraction recently at the start of its re-release presentation in this territory. AT TOP: Scene within the lobby, and some more of the Cathay Organisation's art department's superlative work.



Here is some more of the Cathay's superb art work, all in the spirit of Cecil B. DeMille's "Samson and Delilah." Entire lobby was done over in this fashion, making even a visit to the lobby a treat in itself.



BANGKOK - Signing papers designating the new theatre here as Paramount first-run house. From left: Chana Chaikijkarana, Paramount manager; Mr. Maitree Tiatrakul, exhibitor-owner of the new Paramount; David Green, Paramount Far East auditor.



Sophia is dancing with joy because "IT STARTED IN NAPLES" ....and also because this gay picture of her's (in which she is co-starred with Clark Gable) is doing FUNTASTIC business in the whole United States.

In New York City, at the Victoria and Murray Hill, the only words are 'sensational,' out of this world. In Philadelphia, at the Goldman, it has 'smithereened' the earlier record of "Houseboat."...And it is the same story in Pittsburgh, Boston, Albany, Washington (the word here is 'terrific'),Memphis, Chicago (will better seven weeks at the Esquire), Portland and Seattle, San Francisco,Kansas City.....And of course the sensational 'doings' in Minneapolis, where it is having a 1st run-multiple run in 6 theatres.

Wire About "G. I. Blues"

A little while ago, when the first rough-cut of "G. I. Blues" was available, Joseph Hazen - Hal Wallis' partner - took a look at it and promptly sent a wire to George Weltner. A pertinent section of the wire is given below. Perhaps you are one who has since seen the picture. If so, you will read this wire with added interest.....

....ISN'T EVEN HALF THE TRUE STORY OF THIS VERY GREAT AND WONDERFULLY ENTERTAINING PICTURE. HERE IS A NEW PRESLEY, HANDSOME, CHARMING, HUMOROUS, DEFT AND ROMANTIC. HE WILL SLAY HIS OLD FANS AND WIN MILLIONS OF NEW FANS OF ALL AGES. HIS SONGS RANGE FROM MILD ROCK AND ROLL TO A CAPTIVATING BABY'S LULLABY. HE WAS NEVER IN BETTER VOICE AND NEVER PUT HIS SONGS ACROSS MORE TELLINGLY. THEN THERE IS JULIET PROWSE WHOSE UNIQUE BEAUTY, PHYSICAL APPEAL AND BREATHTAKING DANCE NUMBERS SET THE SCREEN ON FIRE. THERE NEVER WAS TWO SUCH COMBUSTIBLE PERSONALITIES LIKE PRESLEY AND PROWSE IN ONE PICTURE. THEIRS IS THE KIND OF YOUTH, CHARM AND BEAUTY THAT MAKES US ALL FEEL WE WISH WE WERE TWENTY ONCE AGAIN. THE PRODUCTION NUMBERS, DRAMATIC SCENES, COMEDY ROUTINES AND MILITARY SEQUENCES ARE ALL UP TO AND ABOVE HAL'S RIGID STANDARD OF PERFECTIONISM. I AM SURE YOU GATHER FROM THIS WIRE THAT I BELIEVE THE PICTURE BUSINESS IS HERE TO STAY AS LONG AS YOU HAVE PEOPLE IN IT LIKE WALLIS, PRESLEY AND PROWSE..... G. I. LOVE THOSE G. I. BLUES. REGARDS TO ALL

JOE (HAZEN)





RIGHT

PARIS - Seen at the international press and fashion reception for Nancy Kwan, co-star (with William Holden) of Ray Stark's dynamic Paramount drama, "The World of Suzie Wong." From left: Mr. Guy Laroche, well-known French couturier; Mrs. Eleanor Lambert, in charge of the American fashion press; and Miss Kwan.

"PSYCHOSE" DECHAINE UN ENTHOUSIASME DELIRANT

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Jamais film, au cours de l'histoire du cinéma, ne déchaîna un tel enthousiasme que le film d'Alfred Hitchcock "Psychose". Enthousiasme qui ne fait que croître depuis sa sortie aux Etats-Unis il y a deux mois. Soutenu par une habile et intelligente campagne de publicité, ce "super suspense" bat tous les records de recettes établis jusqu'à ce jour. Et le même enthousiasme déferle sur Londres, l'Angleterre, l'Ecosse, le Pays de Galles et l'Irlande. Sans aucun doute, il en sera bientôt de même au Japon et en Australie. Incontestablement, ce film remportera sur le marché international le même formidable succès qu'aux Etats-Unis. Car "Psychose" est une oeuvre qui possède toutes les qualités requises pour attirer les spectateurs du monde entier

Il a été beaucoup question de "Psychose" dans nos deux derniers numéros et celui-ci contient encore d'autres nouvelles surprenantes sur le même sujet. On trouvera également dans ces colonnes des articles qui reflètent un grand optimisme sur les autres productions Paramount.

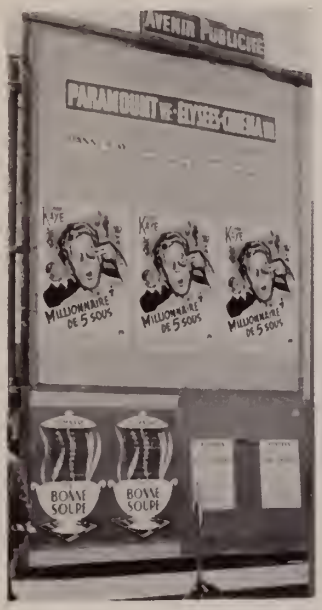
Nous avons, par exemple, de très bonnes nouvelles concernant Audrey Hepburn. Elle a commencé à tourner à New York les extérieurs du film "Breakfast at Tiffany's", pour lequel les prises de vues s'effectuent aux endroits mêmes où se déroule l'histoire. Un peu plus tard, elle commencera "Mistress of Mellyn", que produira Henry Blanke. Il est bien agréable de voir Audrey tourner non pas dans une seule, mais dans deux productions Paramount.

"One-Eyed Jacks" a passé avec succès toutes les épreuves imposées pour obtenir sa classification dans la Production Paramount et il se range définitivement dans la "Super-Catégorie". Ce film exige naturellement un lancement spécial et de premier ordre. Les mois qui vont suivre seront consacrés à l'élaboration de la campagne de publicité que nécessite ce puissant film de Marlon Brando, lequel sera incontestablement un des événements les plus marquants de l'année 1961.

Les courts métrages de Paramount ont pris ces derniers temps une grande valeur. Comme vous l'avez certainement remarqué dans le dernier numéro du "Paramount World", le fait que George Weltner ait donné son approbation totale à "Boats A'Poppin" a conféré à ce dernier une valeur caractéristique qui le distingue de tous ceux que Paramount avait réalisés jusqu'à ce jour. Nous avons vu récemment un film d'une bobine fort intéressant consacré à l'extraordinaire champ de courses de New York : Aqueduct. Ce court métrage s'appelle "The Big A", qui est le nom populaire de ce champ de courses. Beaucoup d'autres vont suivre, qui tous constituent de merveilleux divertissements.

"Le Petit Monde de Suzie Wong" va bientôt sortir. Et plus nous voyons des scènes de ce film dramatique, tourné en grande partie à Hong Kong (avec les intérieurs à Londres) et qui nous transporte d'un bout du monde à l'autre, et plus nous sommes persuadé de sa grande valeur. William Holden et Nancy Kwan, dans cette production de Ray Stark, nous tiennent absolument sous leur charme et nous affirmons sans hésiter que leur manière de jouer est digne de la beauté des paysages qui se déroulent sous nos yeux.

Et, bien sûr, un numéro du "Paramount World" ne saurait être complet s'il ne comportait pas un hommage au talent déployé par William Perlberg et George Seaton qui portent à l'écran avec toute l'émotion, toute la signification, toute la grandeur qu'un tel sujet comporte "Trahison sur Commande". Ce film sera certainement l'une des raisons pour lesquelles l'année 1961 pourra être considérée comme l'une des années les plus exceptionnelles de l'histoire du cinéma.



PARIS - One of the many extensively used billboards during the campaign for Danny Kaye's "The Five Pennies." Note the special attention given to the fact that Danny sings his songs in the picture, in French.



Fred Astaire and Debbie Reynolds in "The Pleasure Of His Company" make the most engaging father-and-daughter combination seen on the screen in ages. And the Perlberg-Seaton production itself is the happiest comedy seen in much-too-long a time. Other ingredients contributing to this most pleasant state of affairs are the grand and glorious talents of Lilli Palmer, Charlie Ruggles, Tab Hunter and Gary Merrill.



HOLLYWOOD - Jennie Dhont, who over the years has met all of the great stars in the interest of reporting on them to the readers of Cine-Revue of Belgium, seems particularly pleased to be photographed with Elvis Presley on the set of "G.I.Blues."

PARIS - Once again it is our pleasure to present the familiar, and popular front of the Paramount Theatre, this time arrayed for what proved to be one of the cinema's outstanding offerings in years — Danny Kaye's delightful musical romp, "The Five Pennies."



PARAMOUNT EVENTS PICTURED ACROSS THE U.S. AND CANADA



DALLAS - Peter Palmer, the "Li'l Abner" of screen and stage, attended the WOMPI installation ceremony and met three Dallas Paramount WOMPIs (Women of the Motion Picture Industry. They are, from left, Mrs. Florence Lowery, Corresponding Secretary; Miss Verlin Osborne, Past President; and Mrs. Mable Guinan, Association President. The installation service was held at the Variety Club of Dallas.

Verlin Osborne, service chairman for the Dallas WOMPIs, announced that the local club will equip the kitchen of the new building for the Dallas Services for the Blind. The building, which is being erected for the Dallas Variety Club, is to be a memorial to Robert J. O'Donnell, a great humanitarian. Mr. O'Donnell was known as the 'godfather' of the WOMPIs.

BELOW

HOLLYWOOD - Wherever Lewis is, laughs are. Here's Jerry as "The Bellboy" roughing-up "Queen For A Day" announcer Gene Baker.



HAL IS SINGING THE HAPPY B-L-U-E-S

HONOLULU, Hawaii - Here's Hal Wallis, who has just produced "G. I. Blues," with the blue marlin he landed on July 27th. All of the vital statistics are on the fact board, excepting the information that Hal also was in Hawaii for the purpose of scouting locations for his next Elvis Presley picture, "Hawaii Beach Boy," which of course will be filmed largely in Hula-land. (That's skipper John Honl with Hal).





NEW YORK CITY - Title of Jerry Lewis' latest comedy is one word of a ribbon-strip message being carried on moving electric sign atop the National Hotel at the South-West corner of Times Square. Proximity to the Broadway show-minded population is indicated by the Paramount Theatre at right-hand side of the picture. Full text of the sign's moving copy read: "Don't miss 'The Bellboy' starring Jerry Lewis.....now at your local neighborhood movie....'The Bellboy' and Jerry Lewis."



STAMFORD, Conn. - Fishing news seems to be very much in order on this page this month. In the scene above, photographed by World Sales Manager George Weltner aboard his power boat off Long Island, James (Jimmy) Harrison has hooked into a hefty tuna. Mr. Harrison is general manager of the Wilby-Kincey Service Corp. (United Paramount Theatre sub.) in Atlanta, Georgia. He landed the tuna, incidentally, with the whole operation filmed by Eugene Picker, president of Loew's Theatres, at right. (A deep-sea fishing aide is shown at left).

NEW YORK - At the premiere of "It Started In Naples" at the Murray Hill Theatre, Manager Frank Brittan awards an Everest recording of the film's title song to Pattie Kilmurrey as one of the first 100 patrons securing admission to see the Clark Gable-Sophia Loren comedy.**********



Give me a man that is capable of a devotion to anything, rather than a cold, calculating average of all the virtues.
-Bret Harte



HOLLYWOOD - When Elvis Presley was being interviewed recently by a number of international newspaper personnel, Aida Berkman (above), a Mexican correspondent apparently saw something of distinct interest which was quite out of Elvis' orbit.

Love seems the swiftest but is the slowest of all growths. No man and woman really know what perfect love is until they have been married a quarter of a century.
-Mark Twain

EL ENTUSIASMO DESPERTADO POR "PSICOSIS" ALCANZA TREMENDAS PROPORCIONES

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Plácenos poder informar al paramountista que jamás película alguna despertó un ten inmediato y tremendo entusiasmo como el producido en estos últimos meses en Estados Unidos por la gran producción de Alfred Hitchcock "Psicosis" ("Psycho"). Respaldada por una inspirada campaña de "showmanship", esta superba película de inigualado 'suspenso' ha alcanzado éxitos taquilleros sin paralelo. Y este contagioso entusiasmo por esta gran película se ha extendido ya por toda la Gran Bretaña, donde ha sido recientemente estrenada, y se espera que lo mismo sucederá en el Jepón y en Australie, donde será también pronto dada al público. Estamos seguros de que esta gran producción batirá igualmente todos los 'records' de taquilla en el amplio mercado internacional de la Paramount, pues "Psicosis" es una película dotada de una irresistible fuerza de atracción que no puede dejar de ejercer su mágico poder taquillero en el mundo entero, entre todos los públicos... Si bien en nuestros dos últimos números de Paramount World tratamos mayormente de "Psicosis", débamos también al paramountista numerosas otras excelentes noticias. Una de ellas era la buena noticia del retorno de Audrey Hepburn al sello de la Montaña y las Estrellas. Este mes, pues, podemos informar que esta excelsa actriz está ya rodando en Nueva York las primeras escenas de "Breakfast at Tiffeny's" (literalmente "Desayuno en Tiffany") Mas tarde, Audrey trabajará en la producción de Henry Blanke "Mistress of Mellyn", también para la Paramount, de manera que podemos contar con dos prometedoras películas de esta encantadora actriz. . . La película "El rostro impenetrable" ("One-Eyed Jacks") ha satisfecho todas las condiciones de una película de primera calidad y ha sido definitivamente clasificada como una de las producciones "cumbre" del sello Paramount. Como tal, pues, deberá acordársele el más alto calibre de "showmanship". Pronto se ultimarán los planes para la presentación de esta gran película de Marlon Brando que promete constituir uno de los más grandes éxitos cinematográficos de 1961. . . Los asuntos cortos Paramount han estado adquiriendo recientemenete gran importancia. Como anunciamos en el último número de nuestro boletín, Mr. George Weltner confirió al corto "Boats A'Poppin" una clasificación 'tops' muy por encima de los demás cortos de estos últimos años. Y recientemente tuvimos también la oportunidad de ver, en sesión privada, el espléndido corto, de un solo rollo, sobre el famoso hipódromo neoyorquino de Aqueduct, intitulado, en inglés, "The Big A" — o "La Gran A", que es como el público llama a este gran hipódromo. A estos seguirán otros importantes cortos, todos ellos de gran atractivo taquillero. . .La película "El mundo de Suzie Wong" ("The World of Suzie Wong") está pronta a ser presentada al público. Como recordará el paramountista, esta gran película fué rodada en gran parte en Hong-Kong (con los interiores rodados en Londres), lo cual constituye un magnífico ejemplo de la magia del cine para transportarnos de una parte del mundo a otra. William Holden y Nancy Kwan, en los papeles principales, se muestran magistrales como nunca en esta gran producción de Ray Stark que tiene por fondo el intrigante escenario natural del exótico Oriente. . . Y por terminar, no podríamos cerrar esta edición de Paramount World sin expresar nuestro entusiasmo por la manera como los productores William Perlberg y George Seaton están incorporando a su próxima realización, "The Counterfeit Traitor", todos los elementos de emoción, de detalle y de maestría técnica y artística que constituyen los ingredientes básicos de toda gran película, lo cual es una razón de más para poder asegurar que 1961 será, sin duda alguna, uno de los más destacados años en la historia de la cinematografía.

NEW YORK - If destiny is truly alert, then the name of a young Ecuadorian lady, Elisa Loti, is going to shine bright and long in the world of acting. Elisa, shown in the Life Magazine cover at left, is barely past the 20-year mark, yet she has a pressbook of skyscraper dimensions from her work in German, Spanish and French films; from her work in a host of wonderful U.S. television performances; and from her stage performances both on Broadway, New York, and in that popular Manhattan area known as Off-Broadway.

The illustrations below are reproductions of the three pages in the International Edition of Life Magazine. In the lower half of the centre page she is shown with her parents, Dr. and Mrs. Moritz Scharfstein, in their apartment on New York's Riverside Drive. Dr. Scharfstein, an ear, nose and throat specialist, fled from Austria twenty years ago and settled in Guayaquil, Ecuador, where he now has a circuit of cinemas. But while he presents the stars of all the world on his screens, the fascinating and talented Elisa already has achieved stardom and is heading for still greater international triumphs.



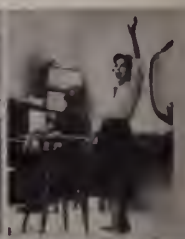
LIFE MAGAZINE ran this cover (starring Elisa Loti) on two separate editions — the Spanish edition of June 27th, and the International edition of July 4th. The talented Miss Loti had cover and 3 pages in the International edition; but cover and 7 pages in the Spanish edition.















LATIN AMERICA STILL DISPLAYING A KEEN APPRECIATION OF SHOWMANSHIP

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BUENOS AIRES - This front-of-house facade for "The Five Pennies" was by all odds the most important display that the Opera Theatre has ever had for any picture. And, as Paramount Managing Director Hugo Stramer stated in his report: "Usually, only the centre of the marquee announces the current attraction, with the laterals announcing coming attractions. This was the first time that the whole front of the theatre was devoted to a single attraction."

Mr. Stramer continued: "The display is even more beautiful by night, since each huge penny lights up separately, producing a strikingly beautiful effect.....and, during the opening week the Danny Kaye picture outgrossed every previously released American picture in the Opera Theatre. Do I have to say more?"

SANTIAGO, Chile - The Rex Cinema enjoyed a most gratifying engagement with Paramount's gay and heart-happy comedy,"Faibles Femmes." It played 4 weeks at this eminent cinema, was greatly enjoyed by press and public alike, and in the words of Paramount manager Juan Laupheimer, "made extraordinarily high grosses." The lobby display here shown, as well as the newspaper advertisements, stated that the picture was in "Eroticvision,"a circumstance which undoubtedly interested the picture-going public right where it should be interested.



And here you see a section of that public lined up outside the Rex, waiting to get their views of the undeniable feminine beauty of Mylene Demongeot, Pascale Petit and Jacqueline Sassard -- and, for the ladies, the male attractiveness of Alain Delon.





LIMA, Peru - All forms of practical showmanship were used with outstanding success in connection with the recent engagement of "Samson and Delilah" at the Tacna Theatre. Above are two examples of banners strung across important thoroughfares in the surrounding areas of this city in order to obtain maximum coverage. All of the other regular forms of showmanship — radio, music tie-ups, street advertising and distribution of heralds, particularly in schools — were made use of. Paramount manager Lennart Bjorck has advised that the overall campaign paid off very well at the box-office of the Tacna.



BOTUCATU, Brazil - Luncheon given by Mr. Emilio Peduti Filho, director of the Perduti Circuit in honor of Mr. A. Stephen Clug,Paramount general manager for Brazil (2nd. from right). Reading from the left: Mr. Felix Fraile, manager, Warner Brothers, Botucatu; Mr. Joao Passos, exhibitor and distributor;Mr. Milton Stape, exhibitor in Tatui; Mr. Gil Araujo, Passos Circuit; Mr. Ivo Nicoleti, Fox manager, Botucatu; Mr. Ronaldo Tecchio,manager of Fox, Botucatu; Mr. Perduti; Mr. Clug; Mr. Adhemar L. Cesar, Paramount supervisor of branch sales.



LIMA, Peru - Fronts of the Tacna (at left) and El Pacifico Theatres during the highly successful engagement of "Faibles Femmes" ("Debiles Son Las Mujeres"), the Paramount French release which is proving to be such a hit wherever released in Latin America.

希治閣新片緊張萬分

自有電影以來從來沒有一部影片能像這兩個月來在紐約獻映的希治閣（Alfred Hitchcock）新片 Psycho 那樣使人刺激興奮，由於發行與宣傳計劃的力量和影片本身的特別緊張，完全打破了賣座紀錄，無一片足與抗衡。這樣刺激的情形在英倫三島也相同。不久將伸展至日本和澳洲，我們相信派拉蒙在各國地區也會達到和美國市場內已有的各方面成就，因爲 Psycho 此片具有一種不可思議的向全球電影觀衆極大的吸引力。

我們前兩期已經說過 Psycho，本期中報導了關於該片更多更好的消息。還包括了許多非常樂觀的其他派拉蒙新聞。

譬如我們有柯德莉夏萍（Audrey Hepburn）的好消息。她已經在紐約爲我們的新片 Breakfast at Tiffany's 拍外景。不久，她還將主演我們新片 Mistress of Mellyn，那將是亨利布蘭克（Henry Blanke）的製片。柯德莉爲派拉蒙拍一部新片已經是很好的消息了，何況她要拍兩部。

馬龍・白蘭度（Marlon Brando）的 One-Eyed Jacks 拍成後，經過派拉蒙各方面考驗它的水準，現已決定列入「巨片級」，這個最高才華的結晶當然需要熟練的處理，我們以後數期將多報導推出這部巨片的發行計劃，它必然將是一九六一年最傑出的刺激性影片之一。

派拉蒙短片最近成績極佳，你們上期曾見到佐治・魏德納（George Weltner）特別獎勵 Boats A' Poppin' 認爲是好多年來派拉蒙最令人欣賞的短片。最近我們又見到一部以紐約賽馬爲背景的 The Big A 短片，這片名是指紐約的一個著名的跑馬場，將來還有許多短片問世，每部都有很濃厚的娛樂性。

「蘇茜黃」（The World of Suzie Wong）將要發行，我們對於這部戲劇性的影片（大部在香港拍攝，內景在倫敦攝製）看得愈多，使我們對電影能介紹世界另一角的情形的力量愛好愈深。威廉荷頓（William Holden）和關南施（Nancy Kwan）在這部雷・史德克（Ray Stork）製片的影片中演來出神入化，與美麗的背景珠聯璧合。

本刊從來沒有一次能夠不欽佩威廉・潘堡（William Perlberg）和佐治・薛頓（George Seaton）的合作，他們總能製出好片，譬如最近在拍攝的 The Counterfeit Traitor 亦是特出的佳作，這又會是「爲何一九六一年將成爲電影史上燦爛的一年」的十個實例。

☆ ☆ ☆



HONGKONG - Out of this most crowded area in the world (which is graphically depicted in "The World of Suzie Wong"),will come in 1961 one of most dynamic Paramount short subjects in many years.



SAIGON,Vietnam - Splendid cooperation between Paramount manager Yuan Kao and managers of the top Saigon cinemas resulted in a sensational day-and-date release of "The Buccaneer" in this city. The massive press-book covering the campaign indicates that no less than every person in this big city was fully informed about the spectacular Paramount picture. At left is one of the host of advertisements for the benefit of newspaper readers.



PICTURE NEWS FROM THE HOLLYWOOD SCENE



Close-up of three of the principals at the studio's testimonial luncheon to Luigi Luraschi, as the former head of production censorship terminated 31 years of Paramount service to accept a high executive post in the Italian film industry. In centre is Jacob H. Karp, vice-president and studio head; at right is vice-president Y. Frank Freeman.





Jerry Lewis, who has been arriving at New York International Airport almost every other day in connection with "Cinder-Fella," almost always has a cute act for the hostess of the flight.

And out of all of it -- Jerry never gets to be a pilot, and the hostess never gets to be a star.

These charming ladies of the Paramount Studio are gathered here in tribute to one of their own. (We have her name, but we tried in vain to gather all of the other names, so we shall use her's alone).

She is Nelle Armstrong, and she is in the centre of the seated group of seven. Nelle was a long-time studio employee, and was secretary to Sidney Justin for several years prior to her retirement. She was gifted with photographic equipment, so now will have ample time to indulge her favorite hobby.

In all, about 70 young ladies attended the luncheon. About thirty-five representing the 12:00 o'clock group are in the scene above, and an equal number comprised the 1:00 o'clock group. So you see what a photographic problem we had -- and naming Nelle, alone, seems to be a peaceful, practical solution.

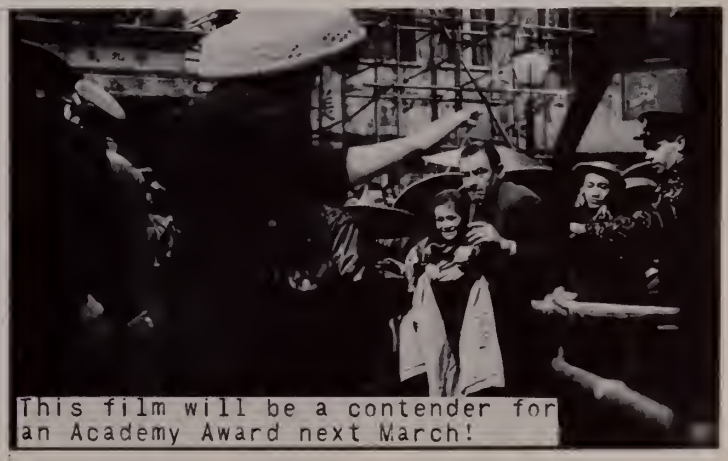


During the entire filming of "G. I. Blues," Producer Hal Wallis was on the set constantly, conferring with both the star and the director, Norman Taurog. Above, he is chatting over a scene with the star, Elvis Presley.



Cover of an interesting new book which is, in effect, a textbook on Paramount's Hollywood studio. Volume's pictures and text give a commonsense insight into the making of today's motion pictures.

Author has given fine credit to a number of Paramounteers, including Martin S. Davis, D.A.Doran, Herbert Steinberg, Bill Cunningham, Edward Schellhorn, Adrienne Ghio, Bernard Feins, Frank Caffey, Rip Van Ronkel, David Davies, Gladys Percey, Cy Baer, Chuck West, Phil Pemberton, Art Sarno, Gordon Cole, Bill Stinson and Bert McKay.



FAMED PIANIST'S SON

HAMBURG - Stefan Schnabel, son of the famous pianist Arthur Schnabel, has played a key role in the Perlberg-Seaton production, "The Counterfeit Traitor."

He was cast as the Gestapo official Jaeger who arrests Eric Erickson, the Allied spy portrayed by William Holden.

The German-born actor is now an American resident and has appeared in many American films. During World War II he served in the O.S.S.



HAMBURG - Director George Seaton rehearses 12-year-old Helo Gutschwager (playing the important role of Hans Holtz, a member of the Hitler Youth Movement) for a vital scene in "The Counterfeit Traitor."



Van Heflin as the captain of the German raider in "Under Ten Flags" --- another contribution to Heflin's gallery of memorable characterizations.

The difference between existence and life is the intelligent use of leisure. Rev. Herman S. Hughes



J A M E S S T E W A R T

Will co-star with Shirley MacLaine and opera star Maria Callas in "My Geisha," which will be produced in Japan early next year by Steve Parker, husband of Miss MacLaine. Picture will be in Eastmancolor, and many other important names will be added to the cast prior to the commencement of shooting on January 15.

DIE BEGEISTERUNG ÜBER "PSYCHO" WÄCHST LAWINENARTIG AN.

* * * * * * * * * * *

Niemals vorher in der Filmgeschichte hat ein Streifen eine derartige Begeisterung hervorgerufen, wie Alfred Hitchcock's "Psycho" während der vergangenen zwei Monate in den Vereinigten Staaten. Unterstützt von einem gewaltigen Reklamefeldzug hat dieser "Super-Thriller" einen Zuspruch gehabt und Rekordeinnahmen erzielt, die unvergleichlich sind. Die gleiche Begeisterung über den Film herrscht in London, bzw. in ganz England, Schottland, Irland und Wales. Den selben Erfolg erwartet man in Kürze für Japan und Australien. Wir sind vollkommen davon überzeugt, daß der Streifen überall, wo er gezeigt wird, das gleiche glänzende Geschäft bringt, wie bereits auf dem amerikanischen Markt. "Psycho" besitzt für jeden Besucher des Filmes eine unerhörte Anziehungskraft.

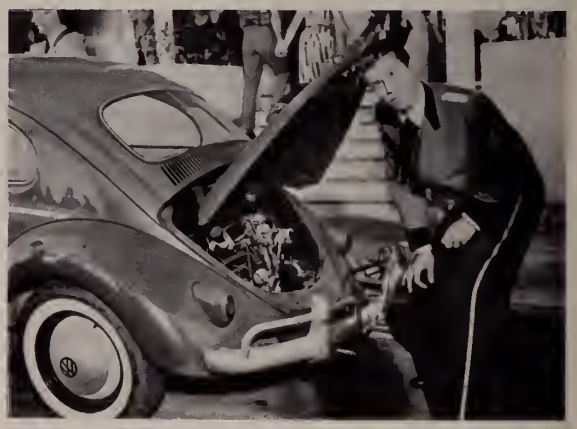
Unsere letzten beiden Ausgaben befaßten sich ausschließlich mit "Psycho", und die laufende Nummer bringt neue gute Nachrichten. Aber auch was die anderen Produktionen betrifft, sind die Mitteilungen sehr erfreulich.

Zum Beispiel von Audrey Hepburn. Sie arbeitet zur Zeit an "Breakfast at Tiffany's", wo an Ort und Stelle in New York die Lokal-Aufnahmen gefilmt werden. Anschließend wird sie "Mistress of Mellyn" drehen, eine Henry Blanke Produktion. Wir freuen uns sehr, Audrey nicht nur in einem sondern auch in einem zweiten Paramount-Film zu sehen.

"One-Eyed Jacks" hat alle in ihn gesetzten Erwartungen erfüllt und sich mittlerweilen die Bezeichnung "Großartig" erworben. Dieses Prädikat bezieht sich natürlich nur auf die geschickt geleitete Handlung. Die kommenden Monate sind den Startvorbereitungen dieses großartigen Marlon-Brando-Films gewidmet, der ganz sicher zu den großen Schlagern des Jahres 1961 zählen wird.

Paramount's Kurzfilme erfreuen sich in letzter Zeit größter Beachtung. Wie Sie sich vielleicht noch von unserer letzten Ausgabe erinnern, hat George Weltner bestätigt, daß zum Beispiel "Boats A'Poppin" eine Nachfrage hat, wie nie ein Paramount-Kurzfilm zuvor. Kürzlich sahen wir als letzten einen sehr guten Streifen über New York's wunderbare Rennbahn "Aqueduct", im Volksmund kurz "The Big A" genannt, welche Bezeichnung weitaus bekannter ist. Eine Reihe anderer Shorts wäre noch zu nennen, die alle das Plus angenehmer Unterhaltung für sich buchen können.

Die Uraufführung von "Die Welt der Suzie Wong" rückt immer näher, und je mehr wir uns den Film vergegenwärtigen, von dem die meisten Szenen in Hongkong gedreht wurden (mit Innenaufnahmen in London), umso mehr staunen wir über die Möglichkeit eines Filmes, den Zuschauer von einem Ende der Welt an das andere zu versetzen. Die Rollen von William Holden und Nancy Kwan in dieser Ray Stark Produktion erhöhen noch die zauberhafte Wirkung des faszinierenden Hintergrunds.



This simple-seeming bit of business in "The Bellboy" is the springboard for one of the funniest gags in years. Since the editor would fire us if the gag were told, you'll have to see the picture to learn what Jerry Lewis is about to do.

Keine Ausgabe von "Paramount World" wäre vollständig ohne einen bewundernden Hinweis auf William Perlberg's und Geroge Seaton's meisterhafte Art, in "The Counterfeit Traitor" die Spannung, Bedeutung und Großartigkeit des Filmes herauszustellen. Dieser Streifen ist ein weiteres Beispiel dafür, warum das Jahr 1961 zu einem der hervorragendsten in der Filmgeschichte werden wird.

A PLACE IN THE SUN is doing superlative re-release business in Chile. According to Chile manager Juan Laupheimer, business registered by it topped that of the first release business of THE BLACK ORCHID, THE GEISHA BOY, THAT KIND OF WOMAN AND TARZAN'S GREATEST ADVENTURE.

Re-release of A PLACE IN THE SUN ran 1 week at the Rex, 2 weeks at the Victoria, 1 week at the Toesca and 3 days at the residential district theatre Las Condes.

SHOWMANSHIP IS ONE INVESTMENT THAT NEVER STOPS PAYING DIVIDENDS



NEW YORK - When the Rex Theatre in Santiago, Chile, arranged a newspaper coloring contest in connection with the newspaper, "El Diario Ilustrado," not even the most sanguine expectations of Paramount manager Juan Laupheimer could envision the result. Colorings of the black and white scene in the newspaper flowed in by the thousands and tens of thousands - all to the benefit of "Tempest," the picture which had inspired the contest. A stack of pressbooks containing a small fraction of the entries was sent to New York, and thence to the producer of the film. Above are John Montllor (left) and Luis Fernandez, of Paramount International's Spanish division picturizing the massiveness of this showmanship undertaking.



SAN ANTONIO, Texas - Several of many shots of a fine street ballyhoo for "The Greatest Show on Earth" staged by the Texas Theatre here.

"...We believe that a company's reputation is of major importance to its welfare, stability and growth. Companies, like individuals, earn their reputations by what they do, how they do it, and how effectively they communicate with others....Therefore, our company must conduct itself in such a way as to deserve a good reputation and must win the understanding that is required to establish that reputation in the minds of men....."

-Earl Newsom, Public Relations Consultant, in Printers' Ink



PARIS - When Danny Kaye's "The Five Pennies" (Millionnaire de 5 Sous) was the attraction at both the Paramount Theatre and Elysees-Cinema, practically every music and record store in the city had a splendid window display linked with the film. This one was the record shop Le Discobole in the Gare St.Lazare -- and it certainly was a complete tie-up with the picture.



This is the display card for the Saul Cooper novelization of "It Started in Naples," together with instructions for its bookstand use.

A useful and effective showmanship kit has been issued by Donald H. Nathan in connection with the global re-release of Alfred Hitchcock's "Rear Window" as part of Paramount International's All-Time-Greatest compaign.

One interesting fact not included in the kit concerns Raymond Burr who, since his featured role in the Hitchcock drama has become an international television favorite as the star of the "Perry Mason" mystery series.



LISBON - Fine front of the Cinema Imperio for Danny Kaye's "The Five Pennies." Film was fine success, too.



SINGAPORE - This float with an accidentally misspelled word was a real treat touring the city in the interests of Cecil B. DeMille's "Samson and Delilah." The picture, in its re-release engagement, did fabulous business at Singapore's Cathay.

Wise is the executive who can eliminate "ought" from his thinking about staff performance..... unusually wise, the one who takes extra time and trouble to get a staff to "want" to do something.
Norman G. Shidle



BARCELONA - A skilled confectioner displays his art, with Jerry Lewis' comedy, "The Geisha Boy," as his inspiration.

"Naples" Contest

Free guest tickets to the opening of Shavelson and Rose's "It Started In Naples" at New York's Victoria Theatre were awarded to the authors of the 25 most complete lists of motion pictures featuring the names of cities in their titles.

Rome, New York, San Francisco, Havana, Boston and Hongkong were among the favorites.

Contest idea is good for any picture with a city's name in its title.





GOT AWAY WITH A MILLION

This is 12-year-old Maurice Reyna - "The Boy Who Stole A Million." (The pooch also is a member of the cast of the action thriller that was filmed in Valencia, Spain).

Young Maurice was born in Caracas, Venezuela, but has been living for the past two years in London, where his father, a professor, is doing musical research. In Caracas he has his own TV show. He is tri-lingual, speaking French in addition to his native Spanish, and the English he speaks in the picture.

Why does he steal the million pesetas in the picture? Well, he doesn't really steal it; he 'borrows' it to pay his father's debt.

WASHINGTON With such releases as "Psycho," "The Rat Race" and "It Started In Naples," business is brisk in this branch; and we expect it to be still brisker with "G.I.Blues" and "The World of Suzie Wong."

Returning vacationers: Ruth Smith, branch manager's secretary; Billie Benick, booker; Ida Green, cashier; Helen Schultze, booker's clerk; Lillian Lee, assistant cashier.

Alice Robrecht is back from a trip through New York State, and is so thrilled at the state's beauties that she's going to make th trip again.

Marie Rutter, booker's clerk, resigned t accept a position in the D.C.Government. We going to miss Marie's ready smile and her wo derful personality.

We have learned with regret of the passi of a former Paramounteer, Harry Valentine, w had been a salesman in this branch for sever years. At the time of his death, he was a salesman for 20th Century-Fox. Harry will be greatly missed by his many friends in the fi industry.

-Bill Fischer.



DALLAS, Texas: One of the many groups of showmen at the "Psycho" showmanship seminar held here under the direction of Josep Gould, Paramount advertising manager. From left: Ed Newman, Waco; Tom Bridge, Paramount divsion manager; Don Douglas, advertising head, Rowley United Theatres; Roy Adamas, booker-buyer for Rowley United; Joe Gould; Bernard Brager, Paramount branch manager, Dallas.

Mr. Jack Johnson

We learn with deep regret of the passing of Mr. Jack Johnson, who had been Custodian of the Washington, D.C. branch for 42 years. Jack began his service with Paramount as a poster clerk when he was just 16 years of age. Our tribute to Jack is summed up in our knowledge that he was a gentleman and a truly conscientious worker. We mourn his loss. Jack is survived by his widow and eleven children.

PITTSBURGH A warm welcome to Don R. Hicks, our new branch manager. We think Mr. and Mrs. Hicks are goi to like our city.

Best wishes to Gordon Bugie and staff ir the 'new' Cleveland branch.

Recent vacationers: Peg O'Connell was ir New York; Annette Marlinga and Rose Pfister gathered wonderful, much-envied, tans in the area known as Miami Beach; Emma Woods, inspe tion department, was in that inexpensive pla known as Porchview; Grace Benitz, also of in spection, spent her vacation moving. Then sh really needed a rest.

- Gerry Casale.

The Critics and "It Started In Naples"

THE NEW YORK TIMES loved the picture from its scenic standpoint, but Bosley Crowther loved Sophia Loren more. As he said: "...But the major thing to look at is Miss Loren...."

THE NEW YORK JOURNAL-AMERICAN called the comedy "just as bright and gay as the backgrounds against which it was filmed".....TH NEW YORK HERALD-TRIBUNE wove its critique around the brisk charm of its principals"... THE DAILY NEWS said that "The combination of Sophia Loren and Clark Gable is a box-office magnet".....THE NEW YORK MIRROR concluded an incisive review by saying that "..the star o 'It Started In Naples' is bella Italia herself"....THE NEW YORK WORLD-TELEGRAM AND SUN began its review with this: "The colorful, carefree beauty of Naples and Capri in festi mood is matched by the jubilant hilarity of 'It Started In Naples'....."

PEOPLE AND EVENTS IN AUSTRALIA-NEW ZEALAND



ALAN WARDROPE
Newly Appointed Paramount Advertising and Publicity Director for Australia.

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Miss Rhona Cox, named assistant to Alan Wardrope, advertising and publicity manager in Sydney.

Another thing that the Australian publicists did in connection with "Li'l Abner" was to prepare a set of 4 x 5 stills of Ron Hall and Frances Wyatt in their characterizations of "Li'l Abner" and "Daisy Mae" for the especial use of TV, radio, press and store promotions.

This action very much personalized the entire showmanship campaign and gained a lot of extra coverage for the musical comedy.

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Robert L. Graham, managing director of Paramount Film Service, has announced the appointment of Alan Wardrope as Paramount's advertising and publicity manager in Australia. Mr. Wardrope, a Sydney journalist and public relations man, joined Paramount on August 29th.

He will be assisted by Miss Rhona Cox, who has had wide local and overseas advertising experience.

Mr. Wardrope's experience includes two years with the important Australian public relations firm of Eric White Associates, where he was a senior account executive. He also did newspaper and magazine work for the Sydney "Sun" and has covered many phases of newspaper work, including service in the Federal Parliamentary Press Gallery in Canberra. In 1957 he joined Associated Newspapers, engaged in both periodical and newspaper production.

In announcing the appointment, Mr. Graham said: "Alan Wardrope's association with Paramount marks the beginning of an expansion of our activities in the fields of advertising and publicity.

"This new and more bold approach is necessary in order to keep our Australian company in step with the new production programme recently announced by George Weltner in Hollywood, and which is based upon the production and individualised showmanship of large-budget pictures.

"In line with the above, Mr. Wardrope will shortly visit the various capital cities of Australia in order to become personally acquainted with the exhibitors, and to help him in implementing this new policy."





SYDNEY - Paramount's publicity forces here went all the way with their "Li'l Abner" showmanship campaign. Earlier, we showed scenes at their 'Cornpone' party in this city, which was so successful that it copped plenty of space in the press and TV and radio time on the air.

The showmanship was carried beyond that point - a long way beyond. It manifested itself in a massive contest held in connection with local supermarkets (top left); and was a 'natural' in connection with Sydney's Royal Agricultural Show, which annually attracts more than one million visitors. Ron Hall ('Abner') and Frances Wyatt ('Daisy Mae') who have by now become national figures throughout Australia, are shown above as they appeared at both supermarkets and the Royal Show.

Australia's Paramount publicists are to be commended for their initiative, as well as for their ability to stick with a very good idea and play it for all that it's worth - which happens to be plenty.



RIGHT FROM THE LOCATIONS OF "THE COUNTERFEIT TRAITOR"

This is the picture side of a giant postcard received by the editor from Hamburg. On the message side was this friendly communication:

"Having wonderful time making 'The Counterfeit Traitor' for Bill Perlberg and George Seaton."

It was signed 'Bill Holden' - and the only thing that the otherwise thoughtful Bill omitted to say was - "Wish you were here."

"One-Eyed Jacks" already has demonstrated that it will be a top sensation of Nineteen-61!



Charles Laughton's role as Captain Russell in Dino De Laurentiis' production of "Under Ten Flags" has the same dynamic fire of his 'Captain Bligh' in "Mutiny On the Bounty." It is a great performance in an exciting entertainment.

SUPERB EXCITEMENT UNLEASHED IN "UNDER TEN FLAGS"

Prior to its opening at the Brooklyn Paramount on September 2nd, "Under Ten Flags" had been described as "steadily entertaining" by Motion Picture Daily, while Film Daily said that it was packed with "solid action elements." Motion Picture Herald said that its story was "..told with dramatic suspense and excitement...This is good exciting motion picture, with sharp accent on the motion, and as such it should give a good account of itself wherever played."

The Daily News gave 3½ stars to the Dino DeLaurentiis thriller and called it "a more exciting film than 'Sink the Bismarck".....The Daily Mirror accented the thrilling performance of Charles Laughton as "a dogged Admiralty chief planning the destruction of the Atlantis".....

In short - the critics loved it.....and the picturegoers are loving it - in droves!



Trade-press advertisement for "Under Ten Flags" catches all of the thrills and excitement of this spectacular Dino De Laurentiis action drama of the sea.



The New York Sunday Mirror of August 14th gave the cover of its colored magazine section to the manifold physical charms of Mylene Demongeot, one of the unforgettable thrills of "Under Ten Flags." The supplement also carried an illustrated article on the De Laurentiis-Paramount adventure film...Mylene also is scoring a big hit in Latin America as co-star in the French Paramount release, "Faibles Femmes."



VAN HEFLIN - gives another of his brilliant characterizations as the Captain of the German hit-and-sail raider. Also shown is Gerard Herter as the U-Boat commander.

VITAL FORCES IN THE MAKING OF "DEAR AND GLORIOUS PHYSICIAN"

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Henry Blanke, Producer



Eugene Vale Scripter

One of the many important factors contributing to the success of "The Ten Commandments" was the comprehensive and authoritative fact-book, "Moses and Egypt," authored by Henry Noerdlinger and published by the University of California Press. With the continuing world-wide presentation of the mighty Cecil B. DeMille production, there is also a continuing world demand for "Moses and Egypt," particularly from England and Australia.

Henry Noerdlinger now is serving with producer Henry Blanke on "Dear And Glorious Physician" in the same capacity that he served with Cecil B. DeMille on "The Ten Commandments."

EUGENE VALE (above) has now been several weeks at work on the screenplay of "Dear and Glorious Physician."

Vale is author of the very successful novel, "The Thirteenth Apostle," which in addition to meeting with continuing public approval, as well as being lauded by religious leaders, has won the Christopher Award, the Rupert Hughes Award and the annual book award of the Secondary Board of Education.

Henry Blanke is the producer of "Dear and Glorious Physician," which Paramount's president, Barney Balaban, already has announced will be filmed in Technicolor with the dignity, scope and stature of "The Ten Commandments."

An ideal wife is any woman who has an ideal husband.
-Booth Tarkington



RIO DE JANEIRO - Paramount's publicity force here has inventively produced several showmanship displays which are available to exhibitors with imagination and enterprise. Here's the one for "Jack the Ripper." It is, says the accompanying advice, "a little bit strong for most locations but we do intend using it for certain theatre lobbies."



JOHN WAYNE
Will pack plenty of punch into "The African Story."



RIO DE JANEIRO - Helmut Dantine, in Brazil on a picture-making project for another film company, was also most cooperative in connection with Paramount's spectacular release of the Dino De Laurentiis production, "Tempest," of the stellar cast of which he is an important member. He is shown here (3rd from left) with Paramount officials and publicists.

From left: Sergio Pardo, Paramount publicist; Maria Antonietta Tissi; Helmut Dantine; Nikki Dantine; A. Stephen Clug, Paramount general manager; Oswaldo Leite Rocha, Paramount publicity director; Juarez Gomes de Oliveira and Gil Ferreira da Silva, Paramount publicists.

ENTUSIÁSTICA EXCITAÇÃO EM TÔRNO DE "PSICOSE". OUTRAS NOTÍCIAS MENSAIS

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Nunca houve, podemos afirmar, tamanho excitamento em tôrno da exibição de uma fita, em tôda a história do cinema, do que o que se observou, durante os últimos dois meses, nos Estados Unidos, por ocasião da estréia de "Psicose", a produção de Alfred Hitchcock. Auxiliada por um inteligente serviço de "showmanship", êste supe: "suspense" tem realizado récordes de bilheter: numa continuidade sem paralelo. Parte dêsse e: tusiasmo já se estendeu até a Inglaterra e mu: to breve terá atingido o Japão, Austrália e ou tros pontos do Oriente. Não temos a menor dúv: da de que esta produção irá destruindo récord: de bilheteria, como já vimos, por todo o merc: do internacional da Paramount, tal o seu triu: fo nos Estados Unidos, pois "Psicose" é um fil: me que por suas características dispõe de u: fôrça de atração que se fará efetiva sôbre to: o mundo.



RIGHT

LISBON - Cinema Condes certainly produced a magnificent front-of-house display for the Jerry Lewis comedy, "Don't Give Up the Ship" - and the box-office business was most rewarding.

Se bem que tenhamos tratado, estensivamente de "Psicose", nas duas edições passadas, aditamos ainda, na presente, notícias de grande significação. O nosso noticiário contém ainda notas de alto entusiasmo relacionadas a muitos importantes itens da Paramount.

Aqui está uma boa notícia sôbre a linda estrêla Audrey Hepburn. Ela já se encontra aqui em Nova York, dando começo à filmação de "Breakfast at Tiffany", que se desenrola na city, e logo depois, iniciará "Mistress of Mellyn", que será uma produção de Henry Blanke. É um prazer para nós termos Miss Hepburn a trabalhar de novo para a Paramount -- e em dois filmes de tamanho valor e seguindo-se um ao outro.

O filme "One-Eyed-Jacks" venceu tôdas as etapas e testes de importância da produção categorizada da Paramount, tendo adquirido classificação de "grande". Quer isto dizer que na sua realização serão empregados apenas elementos de fino padrão, na técnica e no seu desempenho artístico. Os próximos meses serão dedicados à tarefa cuidadosa de lançamento da portentosa criação de Marlon Brando, que se colocará entre os importantes filmes de 1961 como talvez o melhor dêles.

Os assuntos curtos da Paramount têm ultimamente ganho fóros especiais. Segundo aqui se viu no mês passado, Mr. George Weltner conferiu a "Boats A'Poppin'" uma classificação acima d que têm gozado outros "shorts" em muitos anos. E depois vimos um filme de uma parte, também es plêndido. Chama-se "The Big A", que é o nome o povo dá ao prado de corridas de Aqueduct, e: Nova York. Logo, é um filmezinho hípico. E ha verá outros bons "shorts" nêsse programa.

O filme "The World of Suzie Wong" está j próximo a ser lançado. Produzido em sua maio: parte em Hongkong (com cenas interiores de Londres), êle bem nos revela a magia estupenda d cinema levando-nos de uma parte do mundo a outra bem remota. William Holden e Nancy Kwan, o: protagonistas, nos dão desempenhos admiráveis. e imsitados, nesta produção de Ray Stark, realização que se equipara ao ritmo feiticeiro d fantástico "background".

E como não podemos encerrar uma edição d "Paramount World" sem uma menção entusiástica, e merecida, à perícia de William Perlberg juntamente com George Seaton, seja dito que a su: última produção, "The Counterfeit Traitor", te: a marca de perfeição desses realizadores. Pod: se desde já afirmar que êsse filme será de um: grande significação no programa de 61, que promete ser o ano mais brilhante da história da: maravilhas cinematográficas.

Bearing in mind the wonderful showmanship record to date of the Paramounteers of Brazil, one is naturally interested in their plans for "Psycho," now that it is confirmed as an international winner.

PARAMOUNT WILL START 9 MAJOR PRODUCTIONS BEFORE END OF 1960

* * * * * * * * * * * * * *

P A R A M O U N T will launch production on 9 major feature films by the end of the year, in one of the heaviest 3-month filming schedules in recent company history, it is announced by Jack Karp, vice-president in charge of the studio.

Studio personnel is looking forward to the return of "the good old days" of overflow production occupying all sound stages. Scheduling now reveals that the end of November will see 6 pictures in simultaneous production on the Marathon Street lot alone.



AUDREY HEPBURN
She'll make "Breakfast At Tiffany's" really sparkle.

Spearheading the filming boom on October 3 will be two pictures shooting on opposite sides of the world. Rolling in New York and Hollywood will be the Jurow-Shepherd production in Technicolor, "Breakfast At Tiffany's" starring Audrey Hepburn and George Peppard and based on the best-selling novel of Truman Capote. Direction will be by Blake Edwards.

In Tanganyika, East Africa, Howard Hawks will give the green light to "The African Story," a spectacular property to be filmed in Technicolor and starring John Wayne.

October will also see the start at the studio of the new Shavelson and Rose production, "On the Double," which stars Danny Kaye; while Perlberg-Seaton's "The Counterfeit Traitor," starring William Holden and Lilli Palmer, will continue filming in Copenhagen and Stockholm during the month.



DANNY KAYE
His "On the Double" will surely double "5 Pennies" grosses.

Resumption of production on Perlberg-Seaton's "The Pleasure of His Company," with Fred Astaire, Debbie Reynolds, Lilli Palmer, Tab Hunter, Gary Merrill and Charlie Ruggles, which was halted by the actor's strike, is scheduled for early November.

Producer Hal Wallis will send 2 top features to the sound stages the middle of November when he begins filming of Tennessee Williams' "Summer and Smoke" with Laurence Harvey and Geraldine Page starred and Peter Glenville directing. Hal is also slated to start shooting on "Girls of Summer," a screen version of N. Richard Nash's hit Broadway play.

Winding up this gratifying schedule are two more Paramount pictures aimed squarely at the box-office. One is a Jerry Lewis starrer, tentatively titled "The Ladies' Man," which Jerry will write, produce and direct; and a Bryan Foy production also inspired by the sex which is 'more deadly than the male' -"Ladies of the Big House."

Q U I T E A L I N E - U P!



OTHER PRODUCT NEWS

In the light of the present world boom in compact cars, this scene from "It Started In Naples" has special significance. Clark Gable, it seems, has a slight inconvenience in getting to his change pocket, to the great discomfort of Vittorio De Sica, and an unnamed friend.

A LATE FLASH tells us that the title of the Howard Hawks production known till now as "The African Story," is now "Hatari!" Star is John Wayne, and Mr. Hawks has signed French star Gerard Blain for the picture. Shooting is to begin at Tanganyika next month.....This same month will see the beginning of filming on Danny Kaye's "On the Double," Shavelson and Rose production in which English player Wilfrid Hyde White will have a prominent role .....Hal Wallis has elevated Charles O'Curran to the post of director on the basis of his fine work in staging the musical numbers of the Elvis Presley picture, "G.I.Blues." New contract calls for O'Curran to be both director and stager of musical numbers in three upcoming Wallis productions for Paramount release.....Shooting is all completed on the Bryan Foy production, "The Big Boston Robbery".....Henry Mancini will compose the musical score for the upcoming Audrey Hepburn comedy-drama, "Breakfast At Tiffany's," and Academy Award winner Andre Previn is doing the score for Hal Wallis' "All In A Night's Work".....Gore Vidal, who wrote the Broadway stage hit, "Visit To A Small Planet," is writing the screenplay for the Stuart Miller production, "Reunion."

Helen Traubel, noted opera star, will have a starring role in Jerry Lewis' "Ladies' Man."

The Home Office page, ordinarily a feature of each issue, has been temporarily omitted for this issue only. It will be resumed next month. Please bear with us.



Printed in U.S.

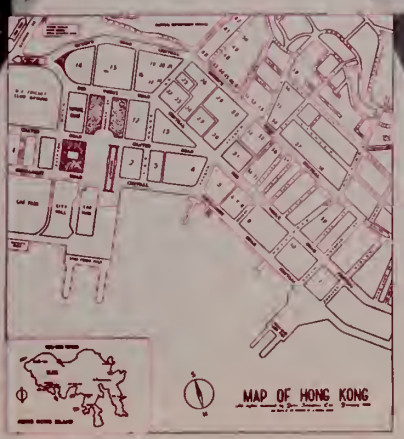
Paramount WORLD

Vol. 6, No. 10 October, 1960

A Glorious Hongkong Romance that Became THE WORLD OF SUZIE WONG



NANCY KWAN as Suzie Wong - her's was the art of love.





WILLIAM HOLDEN as Robert Lomax - his art was painting.

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ALBERT DEANE, Editor

Volume 6, Number 10 October, 1960

"W" Is for Wallis - and Also for World

Hal Wallis, maker of consistent hits, makes pictures for the world because he knows the world. He moves around it, meets its people, and gets to know, at first hand, its cinema appetites. There's a lot of evidence of this on several pages in this issue, since Hal has been to Japan and Hongkong in the interests of his forthcoming production, "Tamiko." And there is, on Page 14, a letter which makes wonderfully plain why Hal gets along so well with the people who understand why he wants to make films for all the world. With Hal Wallis in it, this is a pretty good industry to be part of.



Photo: ED SULLIVAN

Louis A. Novins Elected a Vice-President

Mr. Barney Balaban, President of Paramount Pictures Corporation, announced that Mr. Louis A. Novins had been elected as a Vice-President of the Company.

Mr. Novins is President of International Telemeter Company, a division of the Corporation, and has served as Chairman of the Board of Telemeter Magnetics, Inc. since the latter corporation was organized as a Paramount subsidiary in 1955. Subject to stockholders' approval, Telemeter Magnetics is in the process of being merged into the AMPEX Corporation.

Mr. Novins joined Paramount in 1946 as Assistant to the President. He was subsequently elected as Secretary of the Company.

Mr. Novins formerly served as Assistant Attorney General of the Commonwealth of Massachusetts. He has been actively engaged in civic and philanthropic activities, serving as officer and director of many organizations.

'Naples' Held For A Fourth– 'Psycho' Waits

Paramount's "Faith in the Sixties" continues to be completely justified by the phenomenal success of current releases, states the company's managing director, Fred Hutchinson, in announcing that the Shavelson-Rose comedy, "It Started in Naples," will be retained at London's Plaza for a fourth week commencing October 6.

The tremendous press which Sophia Loren received for her magnificent performance in this picture has lifted her into the top bracket of major stars. The West End run had already been extended as a result of public acclaim and the enormous business at the Plaza has been so fully maintained that it justifies the hold-over of the picture for a fourth week.

Holidaymakers who were out of town during August and may have missed Hitchcock's "Psycho" will have an opportunity of catching up on this amazing box-office triumph when the Paramount release returns to the Plaza on October 13. It was to have played its second engagement from October 6, as previously announced, but the great success of "It Started in Naples," has necessitated this change of date.

The presentation policy which has contributed to its summit-shattering success throughout the country will be maintained, with separate performances and no admittance after the start of the actual film.

"It Started In Naples" is so tremendous a hit in London that the Gable-Loren comedy is being held for a 4th precedent-setting week at the Plaza. As indicated by the report above from The Daily Cinema, the overwhelming press approval Miss Loren received from the London critics is a major factor in this success. **********



LONDON - Arriving at London Airport on the first leg of his regular annual survey of business conditions in the United Kingdom and on the continent of Europe, George Weltner, vice-president in charge of world sales (right) is welcomed by Fred Hutchinson, British managing director.

ONE QUICK, VITAL REACTION to the international meeting was a cable received by Italy's Pilade Levi while still in Paris, and sent by eminent Italian exhibitor Torello Ciucci. It read:

FOLLOWING DISCUSSION GLAD TO ASSURE YOU THAT OUR CIRCUIT COMPLETELY IN ACCORD TO EXHIBIT GREAT PICTURE "PSYCHO" AS PER POLICY OF NON-ENTRANCE TO THEATRE AFTER START OF PERFORMANCE. AM MORE THAN HAPPY TO BE ABLE SHOW IN MY CIRCUIT MIRACULOUS SUSPENSE PICTURE. MUTUAL GOOD WISHES AND REGARDS

TORELLO CIUCCI

Report on the "Psycho" meeting in Paris begins on Page 5.

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TOP U. S. EXHIBITORS IN CONVENTION SEE AND HAIL "G. I. BLUES"

One of the severest tests any motion picture has been subjected to was that of showing Hal Wallis' production "G.I.Blues," to the assembled delegation of the Theatre Owners of America in Hollywood last month. The Elvis Presley starrer stood the test in magnificent fashion, the exhibitors hailing it as one of the greatest entertainments in ages. The telegram printed below conveys reactions to the event in no uncertain fashion. Scattered elsewhere through this issue are more scenes and sentiments connected with this major Paramount production.



At the T.O.A. convention, Joseph Hazen (r.) production partner of Hal Wallis, accepts a sheaf of photographs from Colonel Tom Parker, manager of Elvis Presley.



Elvis Presley and Juliet Prowse learned plenty about the exhibition side of film business from (L to R): Kermit Karr of Paramount Gulf Theatres, Lamar Sarra, vice-president, Florida State Theatres; and Jim Harrison, general manager, Wilby-Kincey Theatres, Atlanta.

Within a matter of weeks, "G. I. Blues," Hal Wallis' rollicking Elvis Presley film, the star's first in two years, will have its New York premiere at the Victoria Theatre.

This announcement has been made by Hugh Owen, vice-pres. of Paramount Film Distributing Corp., and Clem Perry, general manager of the Victoria.



HOLLYWOOD - At the Theatre Owners of America screening of "G. I. Blues" at the Paramount studio, star Elvis Presley is most pleased to greet George Lynch, head buyer for the Schine Circuit of Gloversville, New York.

Paramount

TELETYPE MESSAGE

RECEIVED FROM WEST COAST STUDIO VIA TELETYPE

SEP 13 1960

GEORGE WELTNER

I AM HAPPY INDEED TO TELL YOU THAT MY GREAT ENTHUSIASM FOR PRESLEY PROWSE AND WALLIS AS SET FORTH IN MY TELEGRAM TO YOU OF JUNE 29TH WAS MORE THAN OVERWHELMINGLY CONFIRMED LAST EVENING AT THE SPECIAL SHOWING OF G. I. BLUES FOR THE LEADING CIRCUIT OWNERS, MANAGERS AND BUYERS WHO ARE IN LOS ANGELES ATTENDING THE TOA CONVENTION. IT WAS A WARM NIGHT AND THE THEATRE WAS FILLED TO CAPACITY PLUS STANDEES, WHICH DID NOT MAKE FOR TOO MUCH COMFORT, YET THIS AUDIENCE OF PROFESSIONAL FILM BUYERS COULD NOT BE JARRED LOOSE FROM THEIR SEATS. THEY LAUGHED AND APPLAUDED AND THE ATMOSPHERE WAS ELECTRIC WITH EXCITEMENT AND DEEP FELT APPROVAL. EVERYONE WAS WITH ELVIS AND JULIET THROUGHOUT THE PICTURE. AFTER THE RUNNING ELVIS AND JULIET JOINED US AT THE PARAMOUNT COMMISSARY WHERE THEY MET ALL THE GUESTS, WERE PHOTOGRAPHED WITH THEM AND AUTOGRAPHED CARDS AND MEMENTOS OF THE OCCASION. EVERY EXHIBITOR FROM LIGHTMAN, WALLENSTEIN, FABIAN, LYNCH, MARTIN, KINCEY AND ALL OTHERS DOWN THE LINE WERE VOCIFEROUS IN THEIR PRAISE OF THE PICTURE, PRESLEY AND PROWSE. YOUR BOYS CAN BE ASSURED THAT THE FOUNTAIN HEADS OF THE BIG BUYERS ARE 100 PERCENT FOR G. I. BLUES. ALL THEY WANTED TO KNOW WAS HOW SOON COULD THEY GET THE PICTURE. BOTH JERRY AND HERBIE DID AN OUTSTANDING JOB AND THEIR EFFORTS HAVE PAID OFF HANDSOMELY. THIS AFTERNOON THEY WILL PRESENT TO FIFTY OR MORE THEATRE ADVERTISING MEN AND MANAGERS THE PARAMOUNT MERCHANDISING POLICY AND AD TV AND RADIO CAMPAIGN THAT WILL BE EMPLOYED IN LAUNCHING THIS OUTSTANDING PICTURE.

I AM SURE WHEN G. I. BLUES IS RELEASED IN NOVEMBER WE WILL ALL HAVE SOMETHING WITH WHICH TO CELEBRATE THANKSGIVING AND FOR WHICH WE CAN BE THANKFUL. KINDEST PERSONAL REGARDS TO YOU AND THE BOYS.

JOSEPH H. HAZEN

Neal East's Views On "G. I. Blues".....

Western Division Manager Neal East was in on all of the happenings in connection with the presentation of Hal Wallis' "G. I. Blues" to the delegates to the Theatre Owners of America convention. Here are excerpts from his report to World Sales Manager George Weltner:

"In my many years with our great Paramount company, I cannot recall when, if ever, I have experienced the thrills, satisfaction in accomplishment, or held my head higher with pride, than following the preview of G.I.BLUES for the T. O. A. convention....I was thrilled beyond mere words at all of the wonderful praise being given Hal Wallis' Elvis Presley production by as hard-to-please group of 'hard-boiled' exhibitors as one will ever assemble under one roof.....Every exhibitor I talked with said that the perfect results of Hal Wallis, the new and great box-office Elvis Presley and sensational Juliet Prowse are molded into as fine an entertainment picture for all ages as has ever been produced. One and all the exhibitors declared that this one 'has money standing out all over it'.

"Tuesday afternoon, Arnold (Shartin) and I had the privilege of attending the G.I.BLUES advertising meeting as conducted by Jerry (Pickman) and his boys in their usual efficient manner, and we were thrilled with the material and their plans for G.I.BLUES.

"There can be no question but what G.I.BLUES is the next blockbuster to hit the screens and I am thankful that I will have a part in the marketing of this fine and top box-office production."

PARAMOUNT'S FIRST PRODUCTION DIRECTLY FOR TELEVISION HAS MOST AUSPICIOUS PREMIERE

On the evening of Friday, October 7th., a new chapter in Paramount history was written when the Columbia Broadcasting System telecast the first episode of a new series entitled "Mr. Garlund" over its national network. "Mr. Garlund" is being produced by Paramount Television Productions, Inc., in both of Paramount's Hollywood studios, under the direct supervision of Robert J.Rubin. It is a Paramount Pictures Corporation enterprise in every sense, and it bears the imprint of Paramount production quality on its sets, its photography, its sound, its entertainment.

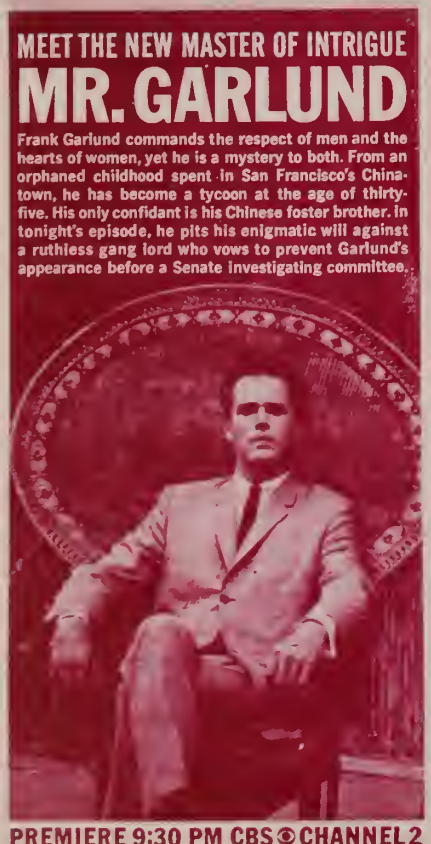
"Mr. Garlund" is Frank Garlund, 30-year-old financial wizard who has become a living legend and whose life is an explosive series of intrigue and conflict.

Each episode of the exciting series will be introduced by a different individual who has come in contact with Mr. Garlund and who has been affected in some way by the association.



PARAMOUNT TELEVISION PRODUCTIONS' FIRST

Chinatown landmarks frame the action for the initial episode of "Mr. Garlund," new adventure series produced by Paramount Television Productions,Inc. The series premiered on the C. B. S. Television Network on Friday evening, October 7, co-sponsored by Liggett & Myers Tobacco Company and the Plymouth Division of Chrysler Corp. Shown above are Charles Quinlivan, who stars in the series, and Kam Tong, who plays his invaluable assistant.



Announcement in The New York Times of October 7th advertising the premiere of "Mr. Garlund," first Paramount series produced directly for television.



HOLLYWOOD - A travelling group of Japanese parliamentarians visited the Paramount Television Productions set of "Mr. Garlund" and had the pleasure of meeting Charles Quinlivan, who plays the title role in the television adventure series. The Japanese party included:

Saburo Ishijima, Liberal Democratic Party, Member, Tokyo Metropolitan Assembly; Yuzo Uchida, Democratic Socialist Party, Member, Tokyo Metropolitan Assembly; Yokichi Nakajima,Liberal Democratic Party, Member, Tokyo Metropolitan Assembly; Michio Miyazawa, M.D., Liberal Democratic Party, Member, Tokyo Metropolitan Assembly; Ainosuke Iizuka, Member, Tokyo Metropolitan Assembly; Ichiro Kono, Liberal Democratic Party, Member, Tokyo Metropolitan Assembly; Miss Hide Murakami, Liberal Democratic Party, Member, Tokyo Metropolitan Assembly; Torao Yamaguchi, Liberal Democratic Party, Member, Tokyo Metropolitan Assembly; Teizo Tanaka and Keigo Yoda, Members, Tokyo Metropolitan Assembly; Mr. Ishakawa, (tour conductor from Japan); Rokuro Yamahata, merchandising manager, Japan Export Trade Promotion Agency (JETRO), Los Angeles; Roy Kawaguchi, business analyst, JETRO; Takeo Kasa, Miyako Travel Service, Los Angeles.

PARIS "PSYCHO" SHOWMANSHIP CONCLAVE IS AN OVERWHELMING PSYCH-CESS

On September 15-16 in Paris, in the very same hotel (the Grand), where four years earlier a meeting had been convened for another mighty picture, Paramount showmen from all of Europe and the Middle East met - and sent this cable reproduced below. It was (turn to Page 7)



PARAMOUNT'S TERRITORIAL MANAGERS AND PUBLICITY AND ADVERTISING MANAGERS FROM ALL CORNERS EUROPE AND NEAR EAST REPRESENTING 26 COUNTRIES HAVE BEEN THRILLED OVERWHELMED BY MAGNITUDE "PSYCHO" MERCHANDISING POLICY FOR HITCHCOCK'S "PSYCHO." GATHERED PARIS THE ASSEMBLIES SHOWMANSHIP MINDED PARAMOUNTEERS HEARD DIVISION MANAGER JOHN NATHAN, ASSISTANT DIVISION MANAGER IN CHARGE OF "PSYCHO" HENRI MICHAUD, PUBLICITY ADVERTISING DIRECTOR CHARLES JUROE AND SPECIAL HITCHCOCK PUBLIC RELATIONS LIAISON ODETTE FERRY OFFICIATE TWO DAYS OF MEETINGS HELD AT PARIS FAMED GRAND HOTEL. A BRILLIANT DISPLAY OF PHOTOGRAPHS ADLINES AND SPECIALLY PREPARED MATERIAL WERE BLOWN UP TO GREATER THAN LIFE SIZE IN CREATING ATMOSPHERE THAT "PSYCHO" IS TODAY'S HOTTEST, BIGGEST AND MOST SUCCESSFUL MOTION PICTURE. ALL WERE ALSO INSPIRED BY CONSTANT VERBAL AND VISUAL PRESENCE OF HITCHCOCK WHO WAS WITH US IN EVERY WAY EXCEPT POSSIBLY PHYSICALLY. THE MAGNITUDE OF THE MATERIAL PREPARED BY BOTH THE DOMESTIC SALES FORCE AND THE INTERNATIONAL HEAD OFFICE IN NEW YORK WERE THE TOOLS THAT MADE IT POSSIBLE TO MAKE THE GREATEST PRESENTATION FOR A FILM EVER EXPERIENCED AT PARAMOUNT. ALL OUR MANAGERS FULLY UNDERSTAND THE SALES AND POLICY CONDITIONS AND YOU CAN REST ASSURED THAT NO ONE BUT NO ONE HAS THE SLIGHTEST DOUBT REGARDING HUGE IMPORTANCE AND ABSOLUTE NECESSITY OF ADHERING STRICTLY WITHOUT DEVIATION TO THE POLICY PROVEN SO SUCCESSFUL IN AMERICA. NEEDLESS TO SAY OUR GREAT PUBLICITY ADVERTISING TEAM THROUGHOUT THE TERRITORIES OF EUROPE WERE PRACTICALLY JUMPING OUT OF THEIR SEATS TO GET HOME TO START PREPARING THE MOST BRILLIANT CAMPAIGN PARAMOUNT OR ANY OTHER COMPANY HAS EVER GIVEN TO ANY PICTURE STARTING WITH "THE GREAT TRAIN ROBBERY." TO SUM IT UP, WE HAVE ALL BEEN PSYCHOED. LOVE TO MRS. BATES.

- NATHAN*MICHAUD*JUROE

(The allusion to Mrs. Bates, for the information of those who have not seen "Psycho," is to the 'Mother' of Tony Perkins in the picture).

The Delegates

*

The following attended the "Psycho" showmanship meeting at the Grand Hotel, Paris, on September 15-16:

AUSTRIA - Messrs L. Kanturek, R. Menasse
BELGIUM - " J.G.Binstock,M.Drachousoff
DENMARK - Mrs. Nancy Andersen (Publicity)
EGYPT - Mr. H. Donald Hunter
FINLAND - Mr. K. Troupp
FRANCE - Messrs H. Klarsfeld, J.Plunkett, Rochefort, Maillet, R.Lebreton, Goldman
GERMANY - Messrs B. Jankolovics, G.Schack, Kalle
GREECE - Mr. S. A. Pylarinos
HOLLAND - Messrs K.Wijsmuller, Tollenaar
ISRAEL - Mr. K. L. Koch
ITALY - Messrs P. Levi, V. Niccoli, A. Durante
LEBANON - Mr. W. Goldenthal
PORTUGAL - Mr. E. Prister
SPAIN - Messrs F. A. Siter, J. Xaubet Roger, J. Aries
SWEDEN - Mr. P. Flodin, Mrs. Lincoln
SWITZERLAND - Mr. J. A. Gendre

HEAD OFFICE, PARIS - Messrs J. B. Nathan, H. Michaud, C.Juroe, R.E. Edelstein, Mrs. O. Ferry.

(Mr. J. Aarshøj, Denmark, had to be excused because of presence of many top visitors in Denmark; and Mr. J. Thomkins, publicity, Switzerland, could not attend because of illness).



"Mister Aitch" certainly had his weather eye on the Paris meeting all the way through.... Photo enlargement was almost 20 feet high, and imparted the magical spell of the producer himself being present in person.



Interest in the meeting was maintained at top pitch throughout, both during the actual sessions and in the informal moments.

At left are shown delegates Hunter (Egypt); Klarsfeld, Rochefort, Maillet and Plunkett (all France); Arias (Spain); Prister (Portugal).

At top: Jankolovics (Germany); Levi, Niccoli, Durante (all Italy); and Goldenthal (Lebanon).

(MORE ON PAGE SEVEN)

PICTURES AND NEWS FROM THE NORTH AMERICAN BRANCHES...



Danny Kaye already is before the Paramount cameras in Hollywood in the Shavelson and Rose production, "On The Double," a comedy with a World War II background.

European exteriors were filmed abroad last month in Panavision and Technicolor.

Kaye stars as Pfc. Ernie Williams, U.S.Army, an entertainer whose forte is the quick-change. He can impersonate anyone among the world's top personalities, and when a top Allied strategist disappears, Williams (in the person of Danny), is called upon to impersonate him.



ON LOCATION during the filming of "A Breath Of Scandal," a skeptical Maurice Chevalier listens to a persuasive Sophia Loren. Subject of their conversation escapes this caption.

They are most often wrong who cannot bear to be.
La Rochefoucauld

CHICAGO Wow! What a summer this has been for all of us. We never dared hope that in this day and age grosses such as we have been getting could be had! Exhibitors are walking on air and all thank Paramount for their most successful summer in a long, long time. It all started with "The Rat Race" - then "The Bellboy" and now "Psycho." We scored several firsts in the Chicago area with "Psycho". First when two Drive-Ins in this area showed "Psycho" on both sides of the screen; and then when 24 of the original 64 theatres showing the feature decided to hold for a second week.

The Milwaukee story is equally as fabulous. The Riverside did a terrific business and this with the Braves in town. (Business usually is off when the team is in town). In Madison, home of the University of Wisconsin, with only a limited number of students attending summer school, the gross almost doubled our previous high earned on "Vertigo." And so the story goes on and on. No one here has minded the extra load of work coming during the vacation period. We are all proud to know that we are helping Paramount achieve a banner year.

The entire industry here thrilled to the opening of the Old Orchard Theatre on September 1st. It is the first new conventional theatre opening in years. It is located in one of the newest and nicest suburban shopping centers. With plenty of parking, and with the nearest theatres miles away, we are sure that the Old Orchard will be very successful. Good luck to the owners and operators!

The vacations continue. Cashier Helen Sherer spent her's at the beach and returned with a beautiful tan. Sarah Goldberg (Mr. Taylor's secretary), is currently on a trip to Canada. Next on the list are Renate Petros, Mary K. Roth, Jimmy Ondracek and Bernice Roth. Have a good time, you all!

Our other "Half", the gang in Milwaukee, are all set in their new home in the Warner Building. When last heard from, Ward, Matt, John and Sandra were enjoying the air-conditioner transferred from Indianapolis. Ward took his family back home to San Francisco to enjoy his "two with."

We all enjoyed a visit from Lois and Debra Lucas. Lois decided it was time for 8-week-old Debra to see Paramount. After all, if she follows tradition, she too will be a Paramounteer one of these days. And Debra's grandpa, Herb Cohen, was down to see us too. He looks fine and is enjoying his new job. But he does admit missing Paramount.

--Hannah Eiseman

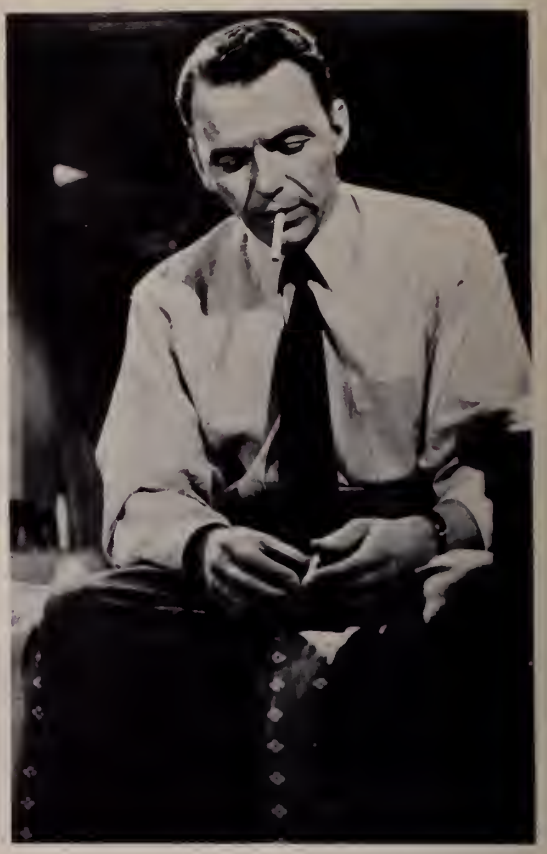
JACKSONVILLE The magic word these days is "Psycho," and we in Jacksonville Branch have gone completely "Psycho." It seems this fantastic picture has rewritten the book in every phase of distribution, as well as exhibition. Words upon words could be written explaining the phenomenal success that Mr. Hitchcock's picture has achieved. One word has been revived around Paramount these days - a word that strikes joy into the heart of every Paramount man. The magic word is "Holdover," and it seems this word is connected with every engagement of this fabulous picture. I wish it were possible for all of us to extend our personal congratulations to Mr. Hitchcock, and also our thanks to the top men in Paramount who have given us this picture for distribution.

Vacations are over in Jacksonville, with the exception of one or two stragglers, and in some respects this is a sad occasion. Gone is the summer with all the sunshine, swimming, picnicking and such all round good fun. But along with winter come other delightful diversions such as hunting, party-going and the likes. An old cry is still voiced, however, there is always next year.

We have had an opportunity to see Jerry Lewis's new picture, "CinderFella." We are all very pleased with the potential of this picture, as it is a beautifully-done motion picture in every respect. We are eagerly awaiting "G. I. Blues," "The World of Suzie Wong," "One-Eyed Jacks," and "The Counterfeit Traitor." It seems that 1960 is a springboard for a new era for Paramount in the motion

(Continued on Page 18)

Sinatra's Next!



FRANK SINATRA will star in Shavelson-Rose's "Walking Happy," an original comedy-drama with music scheduled to start production early next spring.

Melville Shavelson will direct and Jack Rose will produce the Technicolor production, which will have a Hollywood background; Sammy Cahn and Jimmy Van Heusen will compose the musical score, the "Walking Happy" theme and additional special songs.

Shavelson and Rose expect to go into production on the Sinatra picture immediately following completion of shooting on their Danny Kaye starrer, "On the Double," which is now before the cameras.

THE WONDERFUL SHOWMANSHIP STORY ON "PSYCHO" FROM PARIS CONTINUED FROM PAGE 5

the crystalization of a fine, spirited event, held under the chairmanship of Continental general manager John B. Nathan, and consolidated into a powerful salesmanship and showmanship force by the combined efforts of Charles P. Juroe and Henri Michaud - and their tireless aides.

Elsewhere on this page we have excerpted some of the highlights of Mr. Nathan's opening remarks. They offer a keynote to the meeting, and explain why the delegates were so all-fired-hopping to get back to their territories and start the showmanship campaign rolling for "Psycho" - and all that it means to the company, and to the industry.



AMONG THE DELEGATIONS

Sweden sent to the meeting, Paul Flodin, general manager, and Mrs. L. Lincoln, publicity manager. L to R: Charles P. Juroe, John B. Nathan, Mrs. Lincoln, Mr. Flodin, Henri Michaud.



Belgium's delegates to the meeting were Julian Binstock, manager, and Michel Drachoussof, publicity manager. L to R: Charles P. Juroe, Mr. Drachoussof, John B. Nathan, Mr. Binstock, Henri Michaud.



Under the chairmanship of John B. Nathan, general manager for Continental Europe, Charles P. Juroe conducted the two-day meeting with constructive power and vigor. The European director of advertising, publicity and showmanship, is shown above addressing the delegates. Shown also, L to R: Richard P. Edelstein, assistant to the general manager; Henri Michaud, assistant general manager; and Mr. J. B. Nathan.

HENRI MICHAUD, in reporting the meeting in great and glowing detail, paid superb tribute to Charles P. Juroe, saying, in part:

".....Juroe simply fascinated all present by his dynamic presentation of the exhibition policy and the advertising approach on PSYCHO, using fully all the material at hand..... He held the floor for four hours, explaining in detail every point of which the territorial managers and their publicity and advertising heads had to be made aware....."



One section of the convention hall in which the entire plan and purpose of the meeting was expressed succinctly and inescapably.

Said Mr. Nathan:

You already know that the prime purpose of these meetings is PSYCHO. If you were not sure before - then a glance around this room will convince you. It is significant that exactly three years ago to the day, we met in this same hotel at the unforgettable TEN COMMANDMENTS meeting. This is not only significant: it gives a good idea of the huge importance attached to PSYCHO. Alfred Hitchcock's picture is a phenomenon. I have been bombarding you with reports from the United States and England. You will see and hear today the tangible proof of what is happening with this picture.....I wanted to get across to you the fact that in the history of our company we have had only two such extraordinary occasions - first THE TEN COMMANDMENTS, and now PSYCHO.....The phenomenal performance of PSYCHO is not due just to the picture. It is the result of a combination of the picture with what is called the "surround" - in other words, the advertising, the presentation, the theatre policy and numerous other factors. In other words, the picture does not work on its own momentum alone....Much, much more is required.



BARCELONA - Long shot of the front of the famous Coliseum Theatre taken during the 38th week of the continuing engagement of "The Ten Commandments." One queue is to the left of the entrance; the other, behind fence to the right, extends just as far in the opposite direction.

BARCELONA, SPAIN, REGISTERS 38th WEEK FOR "THE TEN COMMANDMENTS".... CONTINUES, STRONGER THAN EVER !

During the 38th week of Cecil B. DeMille's master-work at the Coliseum Theatre here, the attendance mark of 600,000 was passed. This broke every record for any theatre for any film in the history of exhibition in Spain. In actuality, the record was passed before the half-million mark was reached, for the former record-holder was "Gone With The Wind," and its mark was a mere 490,000.

There is absolutely no end in sight for the run of "The Ten Commandments" at Barcelona's Coliseum. And meanwhile, the great picture continues to break records all over Spain.

THE TEN COMMANDMENTS is about to enter upon a couple of new phases of distribution, both of which will carry the memorable Cecil B. DeMille production even farther afield than it has gone to date.

We expect to have details in time for publication in next month's issue.



Closer shots of the two queues at the Coliseum Theatre in Barcelona.... and also some prime views of the massive front-of-theatre display created for "The Ten Commandments."

Israel's President Sees "The Ten Commandments"



TEL AVIV, Israel - His Excellency President Ben Zvi of Israel, with his family, attended a screening of "The Ten Commandments" at the Zion Cinema in connection with the Jerusalem Film Festival early last month. Screening was held at the request of the President, and at the end of the film His Excellency congratulated Paramount manager Ladislav Koch, telling him that "this is really the first well made biblical picture."

Shown above in the lobby of the Zion Cinema are, L to R: Mr. Guth, chairman of Cinema Owners Ass'n of Jerusalem; Mr. Forrer, chairman of Cinema Owners Ass'n of Israel; Mr. Segal; The First Lady, H.E. the President and their granddaughters (in the rear) Colonel Carmel, Aide-de-Camp to the President; Dr. Gorbi and Mr. Yellin, members of the Film Festival committee. At right: Mr. Koch.





LEFT

JERUSALEM - Paramount manager L. Koch chatting with Mrs. Ben Zvi, wife of the president of Israel following the screening of "The Ten Commandments" in the Zion Cinema.

Top left: Manager Koch thanking President Ben Zvi for attending the special screening of the Cecil B. DeMille production.

INTERNATIONAL FILMING OF "THE COUNTERFEIT TRAITOR" FINISHED

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Mid-October saw the completion of all shooting in Berlin, Hamburg, Copenhagen and Stockholm on the Perlberg-Seaton romantic thriller, "The Counterfeit Traitor." Every indication points to a magnificent audience film for 1961.



HAMBURG - A real symbol of international cooperation in the making of an important motion picture is this party in the Real Studio here as German sequences of "The Counterfeit Traitor" were completed and the Perlberg-Seaton company prepared to move on to Copenhagen and Stockholm. In the photo are American, British, French and German crew members, all of whom have contributed magnificently (and harmoniously) to a fine film. In front, L to R., are Scriptgirl Kathleen Fagan, Auditor Fred Gammon, Cutter Alma Macrorie, Director George Seaton, Cameraman Louis Stein (from Paris), Tom Pevsner, Assistant Director from London, Star William Holden. In back row, extreme right, Paramount's camera engineer, Rudy Frank.

ALMA WON'T INCLUDE HERSELF OUT



Alma Macrorie snapped during the making of "The Proud and Profane."

"""""""

Noted film editor Alma Macrorie will make her screen debut as a Hamburg lady of the evening in "The Counterfeit Traitor."

If Bill Holden was not such a good actor, Miss Macrorie might never have made her screen bow, for her appearance in a Herbertstrasse window was meant as a last-minute gag by director George Seaton. As Holden walked along the notorious Hamburg street, he was supposed to peer into a window where sailors "shop for their women."

Trouper that he is, Holden faltered only slightly at the sight of Miss Macrorie and strode on through the scene. As a result, Miss Macrorie commented, "I know one face which won't end on the cutting room floor in 'The Counterfeit Traitor.' I shall treasure every frame."



COPENHAGEN - On arrival here for the Danish sequences, star Bill Holden lost no time in telling Paramount manager John Aarshøj about the bombing sequences already filmed in Hamburg and Berlin for "The Counterfeit Traitor." Scene is in the S.A.S. arrival room in Copenhagen Airport.



HAMBURG - Variety reporter Army Archerd (at left) spent a week here with the unit gathering material for his column and radio program. Here, chatting with star William Holden and producer William Perlberg during a production break, it seems obvious that there will be at least a few lighter moments in "The Counterfeit Traitor."

Several other prominent U.S. newspapermen visited the sets of "The Counterfeit Traitor" in Berlin, Hamburg and Copenhagen. See other pages for details.

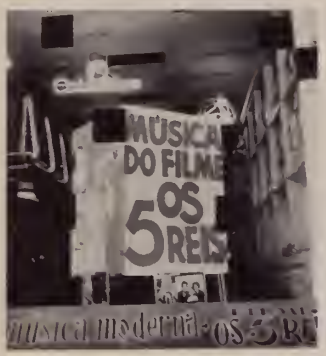
Headed "'Traitor' In The 'New' Germany," a 3-column article in The New York Times of Sunday, September 18th attested to the importance of the Perlberg-Seaton production. Article had a Hamburg dateline, and was concerned with George Seaton's and William Perlberg's experiences in filming "The Counterfeit Traitor" in the Germany of 1960, contrasted with the Germany they found in 1949 when making a film for another company in that country.

BELOW

In Copenhagen's Kongens Nytorv (King's New Market), a war-time truck with white markings for the blackout, many cyclists, cameras, arcs and sound equipment, set up to film the picture's great chase scene. In this scene, William Holden (as master-spy Eric Erickson) has escaped from Germany and has reached Copenhagen where he contacts members of the Resistance. Crossing this square, he is recognized by an officer of the Gestapo, who demands his immediate arrest... Patriotic Danes come to his rescue - a truck pulls up and Holden jumps aboard, while cyclists in their hundreds converge upon the square and come between Holden and the Germans. Holden makes his getaway.



We all have strength to endure the misfortunes of others.
LaRochefoucauld



OPORTO, Portugal - The showmanship for "The Five Pennies" extended throughout the country by Paramount manager Emilio Prister was thorough and most effective. Here's one of many fine window tie-ups in this city, this one in Vadeca's musical establishment.



JERRY LEWIS, who has just begun the filming of "The Ladies' Man," with Diana Dors and Helen Traubel in the cast, offers this camera study to show that he really does have his quiet and restrained moments.

Alan Wieder has been named West Coast merchandising representative of Paramount Pictures. He succeeds Bob Blair, who has retired.

Delegates to last April's sales convention in the studio will remember Alan Wieder's great helpfulness on many occasions.

"O MUNDO DE SUZIE WONG" É O PRÓXIMO SÍMBOLO DE GRANDEZA DA PARAMOUNT. OUTRAS NOTAS.

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Êste ano de 1960 assinalará, no que toca aos filmes Paramount, que o caso se resume em ir de um símbolo de grandeza de produção a outro. É o que está agora em fóco e nos atrai a atenção, é a magnífica produção de Ray Stark, tantas vezes aqui mencionada -- "O Mundo de Suzie Wong", que em radiante Technicolor, foi na sua maior parte filmada em Hongkong. Já tivemos oportunidade de ver o filme em "privado", e vibrámos ante a pujança e esplendor do drama de amor que nêle se desenrola, com William Holden e Nancy Kwan como co-protagonistas. E nos enche de satisfação o fato de que êste filme será a grande atração do Radio-City de Nova York na semana do Dia de Graça, em Novembro. O departamento de showmanship da Paramount há muito que trabalha com intensidade para o lançamento de "O Mundo de Suzie Wong" e não temos a mínima dúvida sôbre o êxito dessa propaganda e que o filme a ela corresponde em suas altas excelências.

Enquanto isso, "Psicose" de Alfred Hitchcock continúa na sua marcha de êxitos sem precedentes na história da indústria. Através dos Estados Unidos o que se observa é o vencimento de um "record" alto por outro mais alto. Muito dessa notável atividade vem estudada em outra seção dêste número. E no cenário internacional temos o prazer de trazer ao conhecimento dos leitores o sucesso que essa produção está obtendo no Japão e na Austrália, assim como na Inglaterra própria e outras partes do Reino Unido.

Outra notícia referente a "Psicose" é a que diz respeito à conferência de "showmanship" realizada em Paris e em que tomaram parte representantes de todas as filiais da Paramount na Europa continental, Oriente Médio e Norte da Africa. Essa grande reunião veio em aditamento do grande surto de "showmanship" havido nos EE.Unidos e em outras partes do mundo, e sem dúvida contribuirá com magníficas idéias para a estréia, naqueles territórios, da soberba produção em q. Mr. Hitchcock tem o seu melhor "suspense". Adiantemos ainda que Mr. Hitchcock esteve na Inglaterra e em vários países europeus durante as últimas semanas e é com prazer que damos notícia ilustrada das suas atividades em prol das produções tão apreciadas em tôda a parte.

Duas outras produções nos atraem a atenção, nêste número, e são "Saudades de um Pracinha"-- interpretada por Elvis Presley e produção de Hal Wallis, e, "O Falso Traidor", produzida pelos associados Perlberg-Seaton. A primeira destas já foi exibida em "privado" numa reunião de exibidores americanos, tendo sido aclamada como uma obra de alto valor de diversão, estando Elvis ainda melhor ator depois de seus dois anos servindo no exército. Quando ao "O Falso Traidor", acha-se em vias de ser terminada, pois tôdas as partes de cenário europeu estão prontas, faltando apenas umas "pontas" locais e a editagem de tudo, em Hollywood. E o que temos apurado de todos que a viram em suas partes já findas, é que se trata de uma das grandes fitas para 1961.

A Paramount tem de tal forma cuidado do seu programa de produções curtas, que só são consideradas para filmagem aquelas de manifesto valor para as platéias estrangeiras. Como pode ser observado nesta mesma edição, muitos dos novos filmes curtos, de uma e duas partes, estão obtendo grande êxito. Êste fato é em si um incentivo para a produção de ainda melhores "shorts", e, de fato, antes do fim dêste ano serão anunciados os novos filmes curtos a serem produzidos.

Ao tempo em que a presente entre para a impressão, Mr. Weltner, gerente geral das vendas mundiais, estará viajando pela Europa em uma de suas visitas ao campo internacional do filme... Êle ainda alcançará Mr. Hitchcock no velho mundo e terá ocasião de apreciar em primeira mão o efeito do grande "showmanship" para o lançamento de "Psicose", repetindo-se aquêle aforisma tantas vezes citado, que o amíncio é indispensável ao negócio.

"Blood and Roses" Is A Rousing Paris Hit!



Elsa Martinelli, Annette Vadim and Mel Ferrer in one of the emotional scenes of "Blood And Roses."

"Blood and Roses" is an established hit at the Colisee and Marivaux Cinemas in Paris, following a superlative showmanship campaign, and also a brilliant premiere at which there was a glittering assemblage of film stars. Among those who attended were Ingrid Bergman, Gary Cooper, Daniel Gelin, Anatole Litvak, Mel Ferrer, Annette Vadim, Elsa Martinelli and many others.

Continental division manager John B. Nathan has cabled Messrs Weltner and Perkins in New York that top exhibitors are flocking to screenings and are lauding the picture as great entertainment. He added that public presentation on September 14th opened with "an explosive bang," and that there were "long waiting lines" at both the Colisee and Marivaux.

"Blood And Roses" will be released in the U. S. early in 1961.

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PARIS - Representing his territory at the "Psycho" showmanship meeting here was Emilio Prister, manager for Portugal (2nd from left). With him are, L to R: John B. Nathan, Henri Michaud, Charles P. Juroe.

POPULARITY AND PRESTIGE OF TELEMETER CONTINUE TO SOAR

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Distinguished visitors from all over the world continue to journey to Etobicoke, Canada, to see Telemeter in actual action. One of the most recent was Alfred Davis, president of the Cinematograph Exhibitors Association of Great Britain. It is customary for Mr. Davis to always take the long view so far as the British film industry is concerned.



TORONTO - Louis A. Novins, president of International Telemeter Company, New York, gives latest information on Telemeter to 250 associates and managers of the Famous Players Canadian Corporation at their 1960 national conference. Later, Trans-Canada Telemeter conducted guided tours over their operational headquarters, as shown elsewhere on this page.

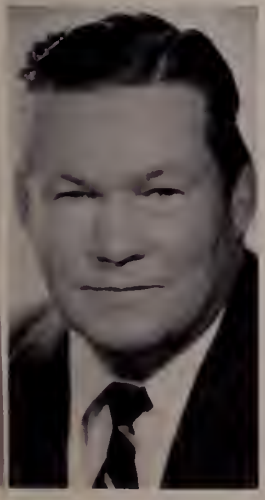
Head table, L to R: Rube Bolstad, Vice-Pres. and Treasurer, Famous Players Canadian Corp.; Bob Eves, Western Division Manager; Ken Easton, Chief Engineer, Trans-Canada Telemeter; John J. Fitzgibbons, CBE, President, Famous Players (he is hidden by rostrum); Louis A. Novins; Eugene Fitzgibbons, President, Trans-Canada Telemeter; William Crampton, General Manager, Trans-Canada Telemeter Studios, Toronto.



TORONTO - Delegates to the Famous Players Canadian national convention are brought by bus from the Park Plaza Hotel to Telemeter headquarters for a guided tour of the impressive plant. Questions by the hundred were answered by the skilled Telemeter staff.



General Manager William Crampton, of Trans-Canada Telemeter Studios, answers questions about the closed circuit operation as he holds a forum in the studio, at which are present associates and managers of Famous Players Canadian Corp.



EARLE B. HARRIS has joined International Telemeter Co., as production manager, Leslie Winik, vice-president of the Paramount Pictures division has announced.

Harris will assist Jean Dalrymple, executive producer, in the production of Telemeter presentations, including plays, operas, ballets, for transmission this Autumn and Winter on Telemeter's "Theatre-In-The-Home" operating in West Toronto.

A participant in motion pictures and television over the past quarter of a century, Harris spent 15 years at the Paramount Studio in Hollywood, and the past 10 years with NBC in New York.

PARADE MAGAZINE, the special Sunday magazine which is the Sunday supplement in hundreds of American Sunday newspapers, and therefore has a circulation running into the tens of millions, has a magnificently complimentary an article on Telemeter in its October 9th issue. It came to hand just at our press time, and will be featured next month. It certainly forecasts a glowing future for Paramount built around Telemeter.

I believe that there is one story in the world and only one. Human beings are caught - in their lives, in their hungers and ambitions, in their avarice and cruelty, and in their kindness and generosity, too - in a net of good and evil. A man, after he has brushed off the dust and chips of his life, will have left only the hard, clean question: Was it good or was it evil? Have I done well, or ill?

John Steinbeck



PARIS - Charles Wijsmuller, manager for Holland (2nd from right), and Gerard Tollenaar, publicity manager for the same territory (2nd from left), with Charles P. Juroe, John B. Nathan and Henri Michaud at the "Psycho" showmanship and presentation meeting in the Grand Hotel.



AMSTERDAM - The ready-to-wear clothes store of Witteveen gave fine displays to the Jerry Lewis comedy, "Don't Give Up the Ship," when it opened at the Tuschinski. Several windows of the renowned store carried enlarged and other scene stills. One of the windows is shown above.

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"DE WERELD VAN SUZIE WONG" IS HET VOLGENDE SYMBOOL VAN PARAMOUNTS GROOTHEID

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Het is in dit jaar 1960 een heel eenvoudige zaak om van de ene grote film over te stappen op de andere. De film, die nu in het zoeklicht van onze attentie staat, is Ray Stark's magnifieke productie van "De Wereld van Suzie Wong", hoofdzakelijk gefilmd in Hong Kong in schitterend Technicolor. Wij hebben dit gloedvolle verhaal van een grote liefde, vertolkt door William Holden en Nancy Kwan gezien en waren er enthousiast over; en wij zijn ook enorm blij met het feit, dat deze film de November "Thanksgiving" attractie is van de Radio City Music Hall in New York City. Paramount's befaamde publiciteitsafdeling is thans bezig de kroon te zetten op het werk van vele maanden van intensieve voorbereiding in verband met het debuut van "Suzie Wong" en wij twijfelen niet aan de machtige invloed, die deze prachtige film zal hebben op het publiek over de gehele wereld.

Ondertussen gaat Alfred Hitchcock's "Psycho" voort met dingen te doen, die hun weerga in de geschiedenis van onze industrie niet kennen. Over de gehele Verenigde Staten is het hetzelfde beeld; overal record-cijfers, die steeds weer overtroffen worden door nog hogere. Elders in dit nummer van Paramount World kunt U meer hierover zien en lezen. Op het internationale vlak doet het ons genoegen U foto's te kunnen brengen van de succesvolle premières van deze film in Japan en Australië, tezamen met verder nieuws over de schitterende resultaten in Engeland en in andere delen van het Verenigd Koninkrijk.



DEBBIE REYNOLDS - in common with all of the other lovely people in the Perlberg and Seaton production - is a sheer delight in "The Pleasure Of His Company." More than two-thirds of the picture was screened at last April's sales convention in Hollywood, and production resumes next month, when William Perlberg and George Seaton return from Europe (where they have been filming "The Counterfeit Traitor").



HOLLYWOOD -- Following her return here, Audrey Hepburn is interviewed by international film correspondents, including Jennie Dhont (left) who represents Belgian magazines.

Een andere "Psycho" story in dit nummer is een verslag over de dynamische showmanship meeting, gehouden in Parijs, waar alle vertegenwoordigers van alle Paramount kantoren van Continentaal Europa, het Midden Oosten en Noord Afrika bijeenkwamen. Deze bijeenkomst bestendigde het grote showmanship enthousiasme opgebouwd rondom "Psycho" in de U.S. en andere delen van de wereld, en zal ongetwijfeld een stimulans zijn om een aantal staaltjes van magnifiek showmanship te leveren voor Mr.Hitchcock's grote film. Tussen twee haakjes, Mr.Hitchcock is gedurende de afgelopen weken zelf in Engeland en andere delen van Europa geweest, en het doet ons genoegen foto's van hem te kunnen brengen, zoals altijd intensief werkend ten gunste van zijn producties.

Twee andere grote films, waarop in dit nummer onze aandacht zich concentreert, zijn de Hal Wallis musical met Elvis Presley - "G.I.Blues" - en de Perlberg Seaton productie van "The Counterfeit Traitor". De eerste is reeds vertoond tijdens een grote conventie van Amerikaanse bioscoop-exploitanten en is geprezen als absoluut top-amusement, met een Elvis, die een nog grotere ster dan voorheen blijkt te zijn. Wat betreft "The Counterfeit Traitor", deze nadert zijn voltooiing, daar bijna alle opnamen in diverse Europese plaatsen gemaakt zijn, terwijl de montage zeer spoedig in Hollywood zal beginnen. Alle berichten van hen, die stukken van de opnamen gezien hebben, wijzen er op, dat wij hier te doen hebben met een van de belangrijkste films van 1961.

Paramount is zeer krachtig zijn gedragslijn aan het bepalen betreffende korte films. Er zullen alleen shorts vervaardigd worden met een sterke internationale aantrekkingskracht. Zoals elders in dit nummer opgemerkt, hebben verscheidene van de nieuwere korte films, zowel één- als tweeacters, opzienbarende successen geoogst. Dit succes is de beste stimulans voor nieuwe en nòg betere shorts, waarvan velen nog voor het eind van het jaar klaar zullen zijn.

Als dit nummer ter perse gaat, is George Weltner, wereld sales manager, in Europa op een van zijn periodieke reizen om op de hoogte te blijven van de internationale film situatie. Hij zal daar tegelijk met Mr. Hitchcock zijn en zal dus in staat zijn uit de eerste hand de voorbereidingen mee te maken voor de enorme publiciteitscampagne voor de grootste film van de laatste tien jaar -- "Psycho".

GREAT BRITAIN, STILL GROGGY FROM "PSYCHO," REELS UNDER A SOPHIA BOOM

* * * *

Sophia Loren's romping, rollicking performance in "It Started In Naples" is registering in London via that most potent of indexes -- a glorious tinkling of coins and a rustling of banknotes at the cinema box-offices.

Evviva, Sophia!!

THE BRITISH FILM CRITICS LOVE YOU!



Not in ages have we seen so wonderful a barrage of praise for an individual star as has appeared in the British film columns for Sophia Loren's glowing performance in "It Started In Naples." What we now quote in but a smidgin of what was printed, but it will at least give you an idea of what a wonderful film property this glowing gal is.

The celebrated Jympson Harman in The Evening News emblazoned his 3-column review with "I FALL FOR THE NEW SOPHIA" and then began by saying: "I offer you a new Sophia Loren. At last a Hollywood picture allows the lovely creature to blossom out in the full bloom of her pretty wit, love of life, and considerable ability as a comedienne...." (Much more in like vein from J.H.).

Ivon Adams in The Star called Sophia THE VENUS OF NAPLES, and began by saying: "The great and wonderful beauty of Sophia Loren is one of the cinema's miracles. So long as her lithe loveliness is around nobody need bother about bowling alleys..." (much more also in like vein from I.A.).

Harold Conway in The Sketch said: "Either in paper curlers or burlesquing a Capri vamp, cooking spaghetti or teaching an American how to love and live - Sophia Loren is the week's delight and joy. Her performance in "It Started In Naples' shows the right way to make screen love sparkle....."

AND SO....we could go on and on. We've thirty or so such reviews, and they are all magnificent. Sophia really crashed the British barriers with this one ---- and did a magnificent job of it!



LONDON - This is the Plaza, in the heart of the British capital. As pictured, it was being host to tens of thousands of fans made happy by "It Started In Naples." Last month we published a story hinting that this Gable-Loren comedy would be a hit. Then followed a cable from Managing Director Fred Hutchinson recording a magnificent first week's business, with "uniformly good" press reviews to match. So — "It's Started In London, "too!



RIGHT

GLASGOW - At the local showmanship meeting for "Psycho," Paramount manager J. Gibson (at left) introduces Tony Reddin, director of publicity, to the top exhibitors of Scotland. The meeting's locale: the Gaumont Theatre.



BIRMINGHAM - Here again was utmost exhibitor enthusiasm as Tony Reddin brought his presentation of "Psycho" showmanship to the West End Theatre. Tony is at right front in light suit.

RIGHT

NEWCASTLE - Some of those who attended the "Psycho" presentation policy meeting at Queens Hall. From L to R: Mr.R.G.Mason, CMA Northern Regional Controller; Mr.C.Wilmot, Manager, Odeon, Newcastle; Mr.G.Turnbull, Booking Mgr., Gillespie Circuit; Mr. C.Docherty, Manager of Queens Hall; Mr.D,Buglass, Booking Mgr. Buglass Circuit; Paramount's Newcastle branch manager, J. Golightly.



『蘇茜黃』為下一部派拉蒙巨片標幟

今年一九六〇年是巨片的攝製年，一部來了又一部。第一個要使我們注意的是雷·史德克（Ray Stark）製片的偉大出品「蘇茜黃」The World of Suzie Wong 此片主要的部份用鮮艷的特藝彩色在香港攝製。我們已經看到威廉·荷頓（William Holden）和關南施（Nancy Kwan）兩大明星在那部愛情巨片中的精彩合作；而且我們亦很歡喜，因為那片已被選為紐約雷電華音樂廳大戲院十一月份感恩節的巨獻。派拉蒙幹練的發行部已經為「蘇茜黃」的獻映忙了幾個月，無疑的，它將會在全世界觀衆之前獲得成功。

同時，希治閣（Alfred Hitchcock 又譯希區考克）的新片 Psycho 接連的幾宗開創電影業先例，橫貫美國，它的寶座一直打破紀錄。很多的此項動態刊在本期「派拉蒙世界」的另頁。在國際間的情形，我們很高興的拍得了這部傑作在澳洲與日本首映成功的鏡頭，還有它在英格蘭及其他英國地區極大成功的消息。

本期中另有一篇關於 Psycho 的特稿，報導在巴黎為那部影片舉行的業務會議，凡歐洲各埠派拉蒙的負責人和中東的及北非的都出席參加。這個會議將採取美國及其他地區發行部已為 Psycho 所決定的發行宣傳計劃，含英咀華，無疑的，他們一定會使這部希治閣的巨片在發行上更有成就。再說，希治閣先生本人在過去幾星期他也在英國和歐洲若干地區為他那部娛樂性極重的影片有力的工作，我們也有了他很多的照片。

還有兩部巨片亦在本期中使人注意，它們是海爾·華立斯（Hal Wallis）的音樂歌唱片，貓王皮利斯禮（Elvis Presley）主演的 G. I. Blues 和潘堡·薛頓（Perlberg-Seaton）聯合製片的 The Counterfeit Traitor。前者已在美國戲院業大會上映過，他們一致認為是第一流的娛樂性佳片，貓王在演員的地位上比以前更發出光芒，至於 The Counterfeit Traitor，現在將近攝竣，全片都在歐洲拍外景，祇在好萊塢剪輯。從凡是看過它幾呎影片的人們的報導中聽來，它將是一九六一年一部巨片無疑。

派拉蒙近來極力提倡攝製短片的政策。須夠世界水準，合世界人仕的口味，如在本期中所刊，若干較新的短片，不論一卷或兩卷，都有極好的成功。這種成功是產生新的更好的短片之鼓勵。在本年內，還有許多優秀短片的名字會宣佈。

當我們付印時，喬治·魏德納（George Weltner）在歐洲作他循例的業務考察。調查影片在海外發行情形。他將和希治閣同時在那裡，他們將要見到 Psycho 在歐洲推出獻影的盛況。

CABLE ADDRESS WALLISFILM HOLLYWOOD

CABLE ADDRESS WALLISFILM NEWYORK

HAL WALLIS PRODUCTIONS

HAL B. WALLIS JOSEPH H. HAZEN

5451 MARATHON STREET HOLLYWOOD 38, CALIF HOllywood 9-24..

October 7, 1960

1501 BROADWAY NEW YORK 36, N Y BRyant 9-2090

Mr. George Weltner
Mr. James Perkins
Paramount Pictures Corp.
1501 Broadway
New York 36, New York

Dear George and Jim:

I have just returned to my desk after almost a month in the Far East, and must take this occasion to tell you how wonderfully well we were treated by your organization in Tokyo and Hong Kong.

Mr. Motori is indeed a wonderful man and seemingly could not do enough for us. This is true also of Mr. Ise who accompanied us on our trips around Japan looking for locations.

In Hong Kong Mr. Henriksen and Mr. Moh were also completely at our disposal and made every effort to make our visit there pleasant and productive.

I am grateful to you for arranging all of this for us and hope it will be reflected in some measure in our picture TAMIKO.

Kind regards.

Sincerely,

Hal Wallis

HW/vb

One of the industry's truly paramount producers is back at his Hollywood desk glowing over the magnificent cooperation and assistance he received from Paramount personnel in the Orient. Hal Wallis' letter expressive of his appreciation is reproduced above in order that many Paramounteers in Japan and Hongkong may know of the personal participation they will have had in preparations for the production of another assured Hal Wallis hit -- "Tamiko."

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"Suzie" Has Been Superlatively Pre-Sold

At this point, months in advance of the general release of "The World Of Suzie Wong," this stunning production which Ray Stark has made for Paramount distribution has been pre-sold to the entire Paramount world on the most extensive scale ever accorded a Paramount film.

Even before shooting commenced, every Paramount office had channeled to it a wide flow of informative material.

Then, in July, all five International division managers were asked to submit comprehensive campaigns covering their sales, showmanship, and presentation plans for "Suzie Wong." Also they were instructed to forward to New York samples of all press and publicity breaks on the picture.

The overall result has been a): A manual of sales and showmanship ideas packed with precious, practical information; b) a stack of press clippings to rival the Empire State Building.

There are two copies of the manual. Producer Ray Stark has one; the other is priceless company property, from which will stem a host of revenue-producing ideas.

Paramount International's publicity director, Paul Ackerman, has been coordinator of this world-wide exchange of showmanship and salesmanship material.

PEOPLE AND FILM EVENTS IN THE UNITED STATES AND CANADA



HOLLYWOOD - Paramount's studio theatre, decorated for the occasion in the spirit of the Hal Wallis production starring Elvis Presley, welcomes delegates to the Theatre Owners of America convention to a special screening of "G. I. Blues."



NEW YORK - The Mel Ferrers - actor, star-wife Audrey Hepburn and 2-month old Shean - arrive at International Airport via Swiss Air en route to Hollywood. Miss Hepburn has since returned to New York where scenes for her newest Paramount picture, "Breakfast At Tiffany's" are being filmed. Other scenes will be done in Hollywood, and following completion of this comedy romance, the star will commence preparations for two more Paramount pictures to be made later.

Photo: ED SULLIVAN



RIGHT

LOS ANGELES - And here are the same three members of the Ferrer family as they landed in California just a matter of hours after having reached the United States in New York.

Three Merited Promotions



Ted Krassner (above) has been appointed to the newly-created post of national drive-in analyst, it is announced by George Weltner, president, Paramount Film Distributing Corp.

Overall drive-in sales will continue under the direction of vice-presidents Hugh Owen, for the East, and Sidney Deneau, for the West, with Krassner handling the home office administration.

Krassner has been executive aide to Edward Chumley, sales manager of Cecil B. DeMille's "The Ten Commandments" since the formation of a special home office unit for the production over four years ago. His new duties became effective September 9th.



ARTHUR J. DUNNE



BENJAMIN SHECTMAN

Two further important promotions have been announced by George Weltner, vice-president in charge of world sales.

Arthur J. Dunne has been named to head the newly designated Distribution Service Division.

Benjamin Shectman has been named National Circuit Contract Executive, heading the National Circuit Contract Unit. This unit will be responsible for the review and approval of all national circuit film rental contracts and supervision of playdates in branch cities.

Mr. Dunne's division will be responsible for the activities of the following units: Independent Contract Unit; Play Date Unit; Print Control Unit; Box Office Analysis Unit; Bidding Unit.

BELOW

HOLLYWOOD * Jerome Pickman, Paramount Film Distributing Corp. vice-president in charge of Paramount advertising, publicity and showmanship, conducting a showmanship seminar in the studio theatre in behalf of the Elvis Presley starrer, "G. I. Blues." In his audience - showmanship heads of all of the theatre circuits in attendance at the Theatre Owners of America convention.



When our vices desert us, we flatter ourselves that we are deserting our vices.
La Rochefoucauld



A particularly effective poster designed by the Helsinki staff to aid in selling Hal Wallis' production, "Career," to the picturegoers of Finland.





COPENHAGEN - Typical music store window displays arranged in conjunction with Danny Kaye's "The Five Pennies." Top display is in the Kleinert Music Shop on Chr.IX gade. Other display is in the Fona Radio Store on Vimmelskaftet.

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"THE WORLD OF SUZIE WONG" - NÄSTA SYMBOL FÖR PARAMOUNTS STORHET

* * * * * * * * * * * * * * * * *

I år, 1960, går vi från storhet till storhet. Den film, som nu står i förgrunden för intresset, är "The World of Suzie Wong", Ray Starks grandiosa film i strålande Technicolor, inspelad huvudsakligen i Hongkong. Vi ha sett och tjusats av denna underbara kärlekshistoria med William Holden och Nancy Kwan; vi är också stolta över att kunna meddela att filmen kommer att bli attraktionen på Radio City Music Hall i New York på Thanksgiving Day i november. Paramounts enorma och enormt effektiva propagandaavdelning arbetar nu för högtryck mot en intensifiering av reklamen intill Suzie Wongs debut. En film för den stora världsmarknaden, därom råder intet tvivel.

Under tiden fortsätter Alfred Hitchcocks "Psycho" att åstadkomma saker och ting som är helt unika i filmens historia. Under sin "eriksgata" lämnar den spår i form av nya rekord, vilka undan för undan får maka åt sig för nya. En liten inblick i vad vi åsyftar får ni på ett par sidor i detta nummer. Filmen har nu hunnit till Japan och Australien, där den nyligen haft bejublad premiär, och vidare kommer rapporter om strålande framgångar över hela England och andra delar av United Kingdom.

PSYCHO utgjorde också främsta diskussionsämne när representanter från hela Europa, Mellersta Östern och Nordafrika nyligen sammanträffade i Paris. Konferensen stadfäste så att säga den helt enkelt storartade och nära nog överträffade reklamkampanj som utarbetats för "Psycho" i Förenta Staterna och andra delar av världen. Säkert får vi se nya bevis på slagkraftig propaganda som en följd av Parismötet. Förresten har Mr. Hitchcock själv varit i England och annorstädes i Europa under de senaste veckorna och det är oss ett nöje att se honom i full aktion, nu som alltid.

COPENHAGEN - William Holden arriving at International Airport for Danish sequences of "The Counterfeit Traitor." Paramount manager John Aarshøj is at left, and Mrs. Holden in the centre. To right rear of Mr. Aarshøj is Mrs. Nancy Andersen, Paramount publicity manager.





PARIS - Learning still more about "Psycho" at the showmanship meeting is Kurt Troupp, manager for Finland. He is shown between John B. Nathan, general manager for Continental Europe, at left, and Henri Michaud, assistant general manager.

PARIS - Denmark's able rep. at the "Psycho" showmanship convention was Publicity Manager Mrs. Nancy Andersen, shown here with Messrs C.P. Juroe, John B. Nathan and Henri Michaud. (Manager John Aarshøj was prevented by "visitor pressure" in Copenhagen from making the trip).



Två andra filmer som vi speciellt inriktat oss på denna månad är Hal Wallis' musical med Elvis Presley, "G.I. Blues", och Perlberg-Seatons "The Counterfeit Traitor". Den förstnämnda har redan visats för en utvald samling av amerikanska biografägare och av dem klassificerats som verklig topp-underhållning; Elvis Presley är bättre än någonsin tidigare, rapporteras det. Vad "The Counterfeit Traitor" beträffar närmar den sig sin fullbordan — så gott som alla tagningar på ort och ställe i Europa är överstökade och arbetet på filmen kommer sedan att fortsättas i Hollywood. En av "de stora" 1961, förklarar de som haft tillfälle se inspelade avsnitt.

Paramounts kortfilmsproduktion riktar helt in sig på den internationella marknaden, och som framgår av detta nummer har några såväl en- som tvåaktare rönt tydlig framgång, vilket kommer att föra med sig en ny och än bättre produktion av kortfilmer, av vilka vi får se flera innan årets slut.

När vi går i press befinner sig George Weltner i Europa på en av sina regelbundet återkommande rundresor för att penetrera den internationella filmsituationen. Han kommer att vara där samtidigt med Mr. Hitchcock och blir följaktligen en av de första att bevittna de inledande kapitlen av den brett upplagda reklamkampanjen bakom decenniets film "Psycho"

SUPERLATIVE NEW PARAMOUNT SHORT FILMS ARE PRELUDE TO STILL FINER RELEASES FOR 1961

* * * * * * * * * * * * * * * * * *





Under the wing of a parachute practice plane in the town of Orange, Massachusetts, stand, L to R, "Dusty" Smith, Steve Boyle and Lewis Sanborn. They are three of the vast crew of sky-soarers who made the Paramount-Sports Illustrated short film, "A SPORT IS BORN," such a thrilling experience for cinemagoers.

The real heart of the new sport in "A Sport Is Born" is the free fall — that thrilling experience of jumping from a plane and delaying, by minutes, the pulling of the rip cord which opens the parachute. Thanks to this quite amazing new film (in Technicolor and wide screen), all of the emotional experiences connected with the sport can be seen on the screen.

Look closely at the picture above and you will see that Sanborn 'wears' a camera as part of his helmet. Thus as he leaves the plane, and plummets towards the earth, he records, much of the time in slow motion, the facial emotions of his fellow jumpers.

#In 1958, in full international competition in Europe, Sanborn scored the highest individual points in precision parachuting.

This is the first public use of this camera, which was developed by Parachutes,Inc., and Winik Films,the producers of "A Sport Is Born."

The picture was scheduled to be world-premiered in Orange (Mass.) on October 12th, and there is every expectation that it will be given release at the Radio City Music Hall in New York City.

Accent on Shorts

PHILADELPHIA - The summer may be gone, but in this city there's a strong accent on shorts —- Paramount Shorts.

Local conditions have necessitated forceful action on short subjects, so we have devised a contest within the branch to keep everyone informed of the current status of each zone. Shown above in centre is the zonal chart, with weekly billings altering each standing accordingly.

The charts also serve to keep exhibitors informed of the contest, and exhibitor 'nudges' here and there have proven to be most effective. Principally, however, the entire operation has served to place Philadelphia's short subjects business in correct perspective.

In the picture at left, Nancy Tiedeken, booker's assistant, and Mary Dooley, branch manager's secretary, bring the board up to date. At right, Jim Winters, booker, checks latest figures.

- John Kane

BELOW

One of the many highspots of "Boats A'Poppin" —one of the most colorful and audience-delighting pictures ever to bear Paramount's Trade Mark.



Preview of Film

John W. Hanes, the chairman of the board of the New York Racing Association, was host to a group of about a hundred persons at the preview showing of a Paramount Pictures' short subject, "The Big A," at noon. The film, to be released nationally, shows the activities of thoroughbred horse racing from the breeding farms to the finish line at Aqueduct.

A highlight of the picture is the running of the Tremont Stakes, won by Patrice Jacobs' 2-year-old Hail to Reason. The film, in color, runs just short of ten minutes, and all who saw are agreed that Bosley Crowther will give it unqualified approval when he sees it.

Before the showing, Hanes addressed the viewers, telling them of the fine success enjoyed by Aqueduct since it opened in its new form on Sept. 14, 1959. "Tomorrow Aqueduct will be a yearling," he said.

The New York Times of September 14th reported the "at the track" previewing of "The Big A" as shown in the reproduction above.This item appeared in the main sporting column of the day.

Leslie Winik, executive producer of the "Sports Illustrated" Paramount short subjects, and executives of the New York Racing Association were hosts to more than 50 representatives of the New York film trade and general press.

The screening of "The Big A" was held in the Film Patrol Theatre of Aqueduct, where jockeys and stewards regularly view films made of each race at Aqueduct.

— MOTION PICTURE EXHIBITOR —

Some Good News About Short Subjects

There has always been talk in this industry of eliminating the double feature policy in theatres. Such talk is usually accompanied by the opinion that a balanced program of one quality feature plus good selected short subjects would be more to the tastes of today's audiences.

Television with its spot news coverage (about the only thing it does well) eliminated the newsreel from the program at many theatres, and many of the studios never did give the short subject the attention it deserved.

Now, however, comes an encouraging development from Paramount. Recently I screened two of that company's shorts, "BOATS A' POPPIN'" and "THE BIG A". The former is a colorful, action-packed water-skiing subject filmed at Florida's lush Cypress Gardens and filled with scenes that are guaranteed to keep audiences entertained and asking for more. The second is a color trip to famed Aqueduct Race Track, and among the best shorts of its type ever filmed.

This is a healthy development and should be encouraged by exhibitors looking for quality additions to a single feature program.

It will be interesting to watch other developments from Paramount's active, forward looking short subject department.

—JAY EMANUEL



CHARLIE RUGGLES, so fondly remembered from a host of Paramount films in years gone by, makes a grand return to Paramount in Perlberg and Seaton's "The Pleasure of His Company." He thus repeats on film the gay and remeberable success he had in the Broadway stage version.



BUFFALO - Meet Frank Saviola, long service Paramounteer who has climaxed a spectacular sales career by being promoted to the post of Branch Manager here. Our warmest congratulations, Frank, and may there be other big promotions in store for you.

BLUEPRINT FOR ROBBERY has been definitely set as the title for the Bryan Foy production formerly called "The Big Boston Robbery."

NEWS FROM NORTH AMERICAN BRANCHES

(Continued from Page 6)

picture world. We say to Home Office and to the studios "Keep 'em Coming". We love these good pictures, and we know we can do a good job in selling and booking them.

--Herman Allen

NEW ORLEANS With vacations about over, this branch is pretty well back to normal with everyone working like bees.

We all wish to welcome newcomer Karen Humphreys, our new ledger clerk.

Our sincerest sympathy is with cashier Ann Balencie in the loss of her beloved Mother.

Jane McDonnell is back with news of a wonderful trip to Canada and a very exciting and interesting WOMPI convention. The gals numbered 140 from all parts of the U. S. and Canada. The "Service Award" was brought home by the New Orleans group. It was disclosed that the WOMPI's donated $2,000 to the Will Rogers Memorial Fund which WOMPI will sponsor for a year. After the convention, a group of the girls visited New York and Paramount's Home Office. All in all, it was a most rewarding trip. Congratulations, to a wonderful organisation.

Paramount Pep Clubbers (as we went to press) were looking forward to the Seafood party to be held at the home of Della Jean Favre, Assistant Cashier. A good time was expected to be had by all.....as usual.

All at Paramount were saddened by the death of former Zone 2 salesman, Tom Watson. Tom passed away Sept. 20, after a long illness. Tom started with Paramount 33 years ago, then went with R.K.O. 10 years later, remaining with them until they ceased operation, then returned to Paramount approximately 3 years ago. Tom will be missed by all the many friends he left in the Film Industry, not only in the New Orleans area but other parts of the Southeast as well.

WOMPI Della Jean Favre was unable to attend the Toronto convention, but was awarded a blue ribbon for perfect attendance at the local WOMPI meetings for the past year. Congratulations, Della.

--Joan Troncoso

MILWAUKEE, Wisconsin - Despite the rain, the crowds lined up in start-of-the-feature fashion at the Riverside Theatre to see the redoubtable "Psycho" of Hitchcock. Note the prominence given the special screening admonitions on the theatre's marquee.

Talented Anna Maria



ANNA MARIE ALBERGHETTI lends grace, charm, beauty and immense talents to the comedy and pantomimic skill of Jerry Lewis in the comedian's latest mirth-spreader, "CinderFella."

JACKSONVILLE Paramount is truly living up to the meaning of its name: highest in rank, or supreme. This is easily seen from the product we are releasing, and that which is upcoming. We of Jacksonville are proud to indicate to our exhibitors the calibre of such current and forthcoming product as - "G.I.Blues," "Tarzan the Magnificent," "Cinderfella," "The World Of Suzie Wong," "One-Eyed Jacks," "The Counterfeit Traitor," "The Pleasure Of His Company," "All In A Night's Work," and many more. Just who wouldn't be proud of a line-up like that!

We recently screened "G. I. Blues" and everyone was delighted with the entertainment quality of this gay picture, and the charm of the 'new' Elvis.

In conclusion, we at the Jacksonville branch know that "We ain't got nuttin' but the bestes in Product."

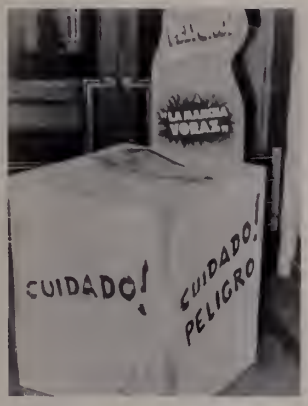
- Vann Burney

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Just too late for this issue we received a batch of fine "Psycho" pictures from the two Wisconsin theatres, Jeffris at Janesville, and the Retlaw at Fond du Lac. Both are definitely set for appearance in next month's issue.



LATIN-AMERICAN SHOWMANSHIP CONTINUES TO BE EXCITING



SANTIAGO, Chile - Sign on this 'mystery case' in the lobby of the Roxy Cinema, says "Danger! Don't Touch It. This Case Imprisons 'The Blob'." At top, The Blob is breaking out of the case, and there are 'stains of blood' elsewhere. The showmanship was a huge success, according to Paramount Manager Juan Laupheimer.



RIO DE JANEIRO - Realism plus is certainly the keynote of these "Jack The Ripper" displays, made for use not only in this city but in other key release cities of Brazil as well. (Note the size of the displays in contrast to the man viewing them at close range).



LIMA, Peru - A sock showmanship campaign carried out jointly by managements of the two theatres involved, and by Paramount manager Lennart Bjorck, provided a bonanza two-theatre triumph for the showing of the Paramount-Dino DeLaurentiis spectacle, "Tempest." The two theatres were the Tacna (above) and El Pacifico. At right is a massive enlargement of Van Heflin, hung in the candy bar of one of the theatres.

A particularly impressive phase of the showmanship campaign was the four page story of "Tempest" featured in the eminent weekly magazine, Caretas.



RIGHT

A massive photo enlargement of Van Heflin in close proximity to the Tacna's candy bar.



BOGOTA, Colombia - One phase of the showmanship campaign for the Paramount French release, "Faibles Femmes," at the Mogador and San Carlos Cinemas, was an impersonation contest based on the film's three lovelies. Paramount Manager Andres Sanz reports that the contest got a great press, the three winners won dresses and a trip to some nearby islands - and the picture produced a wonderful gross for the enterprising exhibitors. Pictured above are the winners - the three gals at right.

BUENOS AIRES - Further proof of the effectiveness of the Opera Theatre's front-of-house display artistry. This one is for "A Touch of Larceny."



"THE WORLD OF SUZI MEETS WEST - RUNS



The course of true love doesn't run smoothly --- even in Hongkong. Robert Lomax (William Holden) 'tells off' Suzie Wong (Nancy Kwan) in a tone of anger audible even in Kowloon.

"THE WORLD OF SUZIE WONG" ranks majestically with the all-time-great Paramount pictures. Greatness went into its making and its casting, and greatness will accompany its presentation to the world. Beginning, of course, with its selection by the Radio City Music Hall of New York as that wonder theatre's attraction for the Thanksgiving season in late November. Turn to other pages for still more glowing news of importance about "THE WORLD OF SUZIE WONG".



A spectacular highspot in "The World of Suzie Wong" is the typhoon which wrecks the Hongkong area where Suzie keeps her adorable baby. Here, in a climactic moment which seems like a lifetime, Suzie and Robert ache out a drama of life and death which binds them more closely together.



The 'other woman' in Robert's life is Kay (Sylvia Syms) - the patrician beauty who could make him both her husband and one of the world's most financially successful artists.. ...but she doesn't have what Suzie has, so far as Robert is concerned.



Hongko
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cramped fo
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a place of



Robert learns that the 'wake-up kiss' of Suzie as she brings him his morning tea, is the civilized way to start the day right.

WONG" - DRAMA OF EAST
E GAMUT OF ALL EMOTIONS

en (Michael Wilding) is the real
ce wheel in the lives of Robert
uzie. And the one who knows it
of all is Suzie herself.



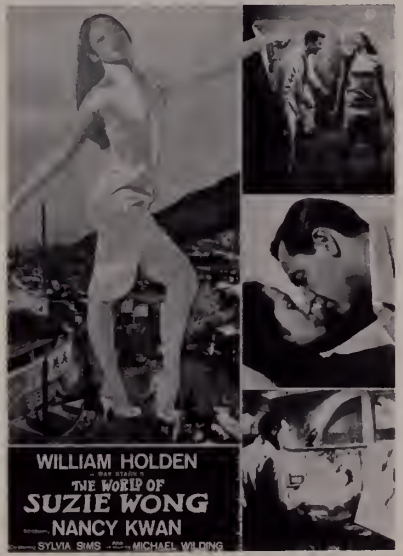


orld's most crowded city, is
ically cramped quarters ---
ing but the ages-old emotion
ncient, winding staircase is
or Robert and Suzie.



Living in her Hongkong hotel was not Suzie's entire life. There were moments when she and Robert took off for one of the Colony's nearby beach resorts --- and there the imp in Suzie's life took over.

This is the transparent, illuminated colored poster for lobby use, prepared by Armand Cardea under the direction of Paramount International publicity and advertising director Paul E. Ackerman.



Suzie, planning her campaign to win Robert, played right along with his desire to teach her the 'mysteries' of eating with chop sticks - even though she'd known chop sticks all her life.



These are the eyes of the Orient which see clear around the world --- all the way from Hongkong to London.
These are the eyes of Suzie Wong!



Producer Ray Stark (L) and Director Richard Quine give collective thought to one of the upcoming dramatic situations during the filming of "The World of Suzie Wong."





Issued by

Publication at right is the Paramount organization's own weekly... CLOSE-UP. ********* *********

September 27 Vol. 5, No. 2

THE SAME OLD (PSYCHO) STORY

-- BUT THIS TIME "DOWN UNDER"

SYDNEY, Tuesday - Paramount's managing director, Robert L. Graham, today reported that Alfred Hitchcock's thriller PSYCHO is a record smasher at Sydney's Prince Edward Theatre where it opened last week.

Just prior to PSYCHO'S Australian premiere on September 21, Mr. Graham said he was confident that PSYCHO would repeat its sensational successes both of United States and U.K., and threw into gear a comprehensive advertising and publicity campaign to ensure this end.

Receipts from Sydney's Prince Edward, where the "no one admitted after the start" policy is being strictly enforced, really tell the story of PSYCHO'S hit with Sydneysiders. Here is an example:-

PSYCHO'S figures for the first four days' has firmly broken the invincible all-time-high record previously held by the DeMille classic, THE TEN COMMANDMENTS, for its first four days' in its first week's showing!

The critics, too, have had their say:-

SUNDAY TELEGRAPH .... "Irrésistable . . a highly entertaining thriller from Alfred Hitchcock. The canny Master of Suspense is a wise hand at entertaining."

SUN-HERALD ..... "From a classic film-maker who created Suspense. . "

Here's the story of the massive 'click' of "Psycho" as detailed in the press release from Paramount to the industry at large.

AUSTRALIA FEELS THE DRAMATIC IMPACT OF "P S Y C H O"

Australia, the first land to be visited by producer-director Alfred Hitchcock on his recent journey around the world, now has good cause to know whereof the thrill-master spoke. First Australian opening of "Psycho" was at the renowned Prince Edward Theatre, and of this event, Robert L. Graham, Paramount managing director cabled: THIS IS BIGGEST OPENING SINCE 'TEN COMMANDMENTS' AND ACHIEVED IN SPITE OF FLASH TRANSPORT STRIKE. ADVANCE RESERVATIONS AT A RECORD HIGH.



A life-like cutout of Alfred Hitchcock stands outside Sydney's Prince Edward to remind patrons they will not be admitted to "Psycho" after the commencement of the picture. World-wide policy will be continued throughout Australia by Paramount.

Trade paper item from The Film Weekly of Sydney showing how the See-It-From-the-Start policy is being powerfully implemented throughout all of Australia. (Inset also are several items indicative of the powerful success impact of "Psycho" on the Australian picturegoers).

THE AUSTRALASIAN EXHIBITOR Thursday, 6th October, 1960

"PSYCHO" BIG CLICKO IN SYDNEY:

"PSYCHO" (Alfred Hitchcock production) was tops in Sydney over the holiday week-end. Big advance bookings are the order of the day.

PRINCE EDWARD (1750): "Psycho" (Para) & shorts. Colossal second.



MELBOURNE - Visiting British screen star Googie Withers, and her husband, John McCullum, drop in on Paramount's industry reception for Alan Wardrope, newly appointed director of advertising and publicity at the Australia Hotel. From L to R: Robert L. Graham, Paramount managing director; Mr. and Mrs. McCullum; Alan Wardrope.



MELBOURNE - Group at the Australia Hotel on the occasion of the introduction to the film industry of Victoria, of Alan Wardrope, newly appointed Paramount director of advertising and publicity. From L to R: Robert L. Graham, Paramount managing director; Alan Wardrope; Miss Rhona Cox, of Paramount publicity, Sydney; John Shaw, manager of the Barclay Theatre; H.A.(Bert) Kelly, Victorian branch manager; George M. Nacard, Paramount general sales manager.

Olympic fame rippled right into Paramount's head office in Sydney when projectionist Arthur Andrew's 16-year-old daughter, Jan, a wonderful swimmer, won a Bronze Medal for the Butterfly Race, and a Silver Medal for women's mixed swimming relay. This put her away up in the forefront of Australia's Olympic honors winners.

@@@ BUNDABERG, Queensland - Des Adams, enterprising exhibitor here, used a 'Space Man' ballyhoo to attract the populace to his Olympia Theatre to see Jerry Lewis in "Visit To A Small Planet."



INTERNATIONAL PERSONALITIES IN PARAMOUNT CINEMA EVENTS



LONDON - Wedding bells chimed happily recently for Michael Parker and Wendy Clarence. Michael started with Paramount in 1948 at the age of sixteen, and as a junior clerk. He took two years out for National Service in the medical branch of the Royal Navy. Today he is London Office Manager at Paramount's head office in Wardour Street....We wish the young couple every happiness in their Farnborough home.



JERUSALEM - During the reception held at the Jerusalem Film Festival, in connection with the screening of "The Ten Commandments," Paramount manager L. Koch introduces Miss Gloria Urban, niece of Mr. Barney Balaban, to Mrs. Ben Zvi, wife of the President of Israel. From L to R: Mr. Koch, Miss Urban, The First Lady of Israel; and Mrs. Koch.



PARIS - At the world premiere of "Blood And Roses"at the Colisee Cinema - a glittering,successful event - the film's producer receives a distributor's congratulations. Producer Roger Vadim, at right, is warmly lauded by John B. Nathan, Paramount's general manager for Continental Europe.



NEW YORK - Paramount Board Chairman Adolph Zukor as he was invested with Japan's Order of the Rising Sun, Third Class, by Consul General Mitsuo Tanaka.At left is Mr. Zukor's daughter, Mrs. Mildred Loew.



PARIS - Three Continental Paramounteers exchange greetings at the "Psycho" showmanship meeting here. They are, L to R: Julian Binstock, manager in Belgium; Emilio Prister, manager in Portugal; Pilade Levi, general manager in Italy.



SIBU, Sarawak - Loke Wan Tho, head of the Cathay Organisation, speaking at the dedication of the new Cathay Cinema here on August 21st. This is the third Cathay to be opened in this area within nine months. Theatre was officially opened by Mr. A.F.R. Griffin, the Resident, 3rd Division, Sarawak. Mr. and Mrs. Griffin are shown seated.



HOLLYWOOD - Jacob H. Karp, Paramount vice-pres. in charge of production,and studio head, has been elected as second vice-president of the Academy of Motion Picture Arts and Sciences.



HAMBURG - A toast to the success of "The Bridges at Toko-Ri" as the Perlberg-Seaton production is premiered at the internationally famous Oase Theatre here. Drinking the toast are Mr. Robert Kistner, owner of the Oase-Theater, and William Holden, co-star of the film. Bill also made a personal appearance on the stage of the cinema and addressed the vast audience in German.



HOLLYWOOD - Mrs. Ray Stark, hostess of the memorable "World of Suzie Wong" party.



ROME - President Gronchi of Italy has awarded the Commendatore medal to James E. Perkins (above), president of Paramount International Films, in recognition of his efforts on behalf of Italo-American relations.



MELBOURNE - Famed international pianiste Winifred Atwell, who always scores a resounding success in Australia, is a popular guest at Paramount's Hotel Australia reception for Alan Wardrope, newly appointed director of advertising and publicity. Mr. Wardrope at left. Paramount's managing director, Robert L. Graham, at right.

Statement from Frederick E. Koehner, Comptroller....

Announcement was made on September 8th of the promotion of Joseph P. Fryer to the newly created position of Administrative Assistant to the Comptroller.

In his new position Mr. Fryer will be responsible for handling the administrative activities and for scheduling the work of the general accounting, machine accounting and payroll sections of the Comptroller's department.

This promotion is in line with Paramount's long range plans to place accounting activities on a fully coordinated, streamlined basis in order to provide management with more timely and meaningful information.

HEAD OFFICE GREETS 1960 FALL SEASON

After experiencing a record-cool summer in New York with everyone enjoying their vacations fully, it is sad to see the season go; but now that Fall is here there is no choice but to welcome it.

Mary Brady is one of the few who have not yet gone on vacation. She is planning her's for October, but doesn't know where to yet. She hopes, however, that she won't wind up just enjoying the foliage in Central Park..... Anne DeLeonardis reports that she had a wonderful time down in Florida during her summer vacation.....



The occasion here is a farewell party for Sandy Dubler who left for California in August. l. to r. they are: Hy Smith, Gino Campagnola, George Harvey, Sheila Waldman, Joseph Bisdale, Ena Gansalbas, Fran Rosen, Gladys Rufus, Sandy Dubler, Diana Mockeliunas, Connie Bachmann, Arlene Burg, Joyce Calderone, Rosemary Pascale, Sada Snider, Dick Walsh, Eleanor Yagle Dunlap, Mary Lipple and up front on the phone, Robert Grinstead.

We New Yorkers had quite a time last month when Hurricane Donna decided to take a turn up north. Most people went home and stood indoors until this unwelcome visitor left town.

Lori Cohen Kantrowitz, Don Nathan's office, is taking over Sharon Wagner's job in Tenth floor publicity October 3rd. Sharon left last month.....A wedding coming up this month on the 10th floor: Diana DiTomaso, Al Lo Presti's Dept., will marry Bob Passalacqua on October 23rd. Lots of luck, Diane!.....A former Paramounteer who had left five months ago is now back with us again in Milt Goldstein's Dept. She is Marilyn Bettinger, who was one of our top bowler's. Marilyn is back bowling again, better than ever.....Abe Goldberg, 11th floor receptionist, says he loves his work as a boy scout leader in the Bronx Council.....It was interesting to learn that Arthur Coehlo, Portuguese translator, used to write poetry when he was in Brazil and published it too. He once had a volume of poems in Portuguese published.

All news and photos welcome in 1010.

--Helen Kwartler



Congratulations to Mr. and Mrs. Richard Roth, who were married June 26 in Flushing, NY. Radiant bride is the former Helene Kirshenberg, daughter of Paramount International's Treasurer, Milton Kirshenberg. Mr. Roth is an engineer for Bell Labs. of A. T. & T.



-BOWLING NEWS- by Bob McKeown

The "World of Suzie Wong" isn't bowling if the latest standings of the Paramount Pictures Club league are any criteria. While undefeated Debbie Reynolds leads the loop with 10 pts., one ahead of Lilli Palmer, down in the cellar without a point to her name is Nancy Kwan, yclept the Wong of the Paramount Bowling World. Between runner-up Palmer and Nancy's nothing are: Michael Wilding with 7 pts., Elvis Presley 6, Shirley MacLaine (defending champ) and Audrey Hepburn 5, William Holden and Van Heflin 3 and Fred Astaire with 2.

Opening weeks' scores featured, in addition to Hurricane Donna, a 204 game and 575 series by Al Lo Presti, 197 by George Grannum and 193-527 by Harry Taylor.

BELOW

This is 6-months-old Linda Susan, daughter of Mr. and Mrs. Robert Paine. Linda's mother is the former Josephine Arguelles - until recently a member of Paramount International's dept. of Spanish translation.





CAPTAIN'S GET-TOGETHER: This little party took place aboard the SS Santa Paula last month when Ella and Catherine Hagan (both Paramounteers) and family left for a two-week Caribbean cruise. L. to R. they are: Bert Koelzy, husband of Catherine Hagan, Catherine, Ella Hagen (she & Catherine are sisters), brother Charles Hagen and his wife Ruth.

PICTURE NEWS FROM THE COLORFUL HOLLYWOOD SCENE



Some of the notables at the colorful reception for Nancy Kwan, and her debut in "The World Of Suzie Wong," staged by Ray Stark, producer of the Paramount release. From L to R: Russell Holman, Eastern production head for Paramount; Mrs. Ronald Reagan; Joseph Hazen, partner with Hal Wallis in the making of hit Paramount releases; Mrs. Charles Brackett.





Producer Howard Hawks indicating one phase of the giant scope of his production, "Hatari!" which is about to get under way in East Africa's Tanganyika Territory. Listening to the story is French film star Gerard Blain, who will be co-starred with John Wayne in the massive film of adventure and romance in the African jungle.



The Paramount studio cafe has 'worn many faces' over the past few decades. Above, it appears as the 'Cafe Europa' of "G. I. Blues." Place was especially decorated for a buffet dinner honoring delegates to the T.O. A. (Theatre Owners of America) convention in advance of their attending a screening of the Hal Wallis production, starring Elvis Presley, in the studio's private theatre.



Exterior of Paramount's cafe in the studio, decorated with the stunning 24-sheet poster prepared for "G. I. Blues."



On her return from abroad, Audrey Hepburn met a great many of Hollywood's international correspondents. Here she is with Sweden's Bertil Unger (at left), and Denmark's Sven Rye.

New York filming of Audrey's "Breakfast At Tiffany's" has been completed.

TTTTTTT

Parlez Vous Eskimo?

Although we now carry regularly a minimum of 11 languages in the columns of Paramount World, the advent of "The Savage Innocents" provides the opportunity to add, for this issue at least, a few words in Eskimo. Here are six words and their English equivilents:

Pitsiartok -- good
Kamanartok -- miraculous
Illitkoseungitok -- Unusual
Angiyok -- great
Piolak -- best
Opinnartok -- marvelous



Back in California after a long stay in Europe, Audrey Hepburn is interviewed by a re-reporter from radio station KCMP. Mel Ferrer, Miss Hepburn's husband, is at left. The star has since gone to New York, where she appeared in the Manhattan sequences of her next Paramount picture, "Breakfast At Tiffany's."

Candids....

at the Ray Stark party for Nancy Kwan and "The World of Suzie Wong."



Nancy's escort for much of the evening was fine young actor, Tom Tryon.



Mr. and Mrs. James Mason were guests.....Mr. Mason is working in a film requiring a beard.



Nancy Kwan discussed Chinese art with Edward G. Robinson.



Louella O. Parsons is the bearer of news of much interest to Alan Ladd and Ronald Reagan.



PARIS - Continental General Manager John B. Nathan greets Mr. and Mrs. Alfred Hitchcock as they arrive from Germany, where the director did a massive and tireless job of superlative promotion on behalf of "Psycho."



Here Mr. H. points directly at the reader of these lines and asks --- "Are you as 'Psycho' conscious as the picturegoers of this part of the world?"



PARIS - Participants in Paramount's exciting showmanship meeting at the Grand Hotel. Jules A. Gendre, Starfilm Manager in Switzerland, is second from right. Others, L to R: Charles P. Juroe, John B. Nathan, Henri Michaud.

The school of experience would be more pleasant if there were a vacation once in a while.

Anonymous



PARIS - In attendance at the Colisee Cinema for the world premiere of Roger Vadim's Paramount release, "Blood and Roses," were, from right to left: Mrs. Barney Balaban, Mr. and Mrs. John B. Nathan.

****

"LE PETIT MONDE DE SUZIE WONG", prochain symbole de la grandeur de Paramount

****

En cette année 1960, les productions Paramount symbolisent les unes après les autres la grandeur de notre Société. Le film qui, à présent, retient notre attention est la merveilleuse production de Ray Stark, LE PETIT MONDE DE SUZIE WONG, tourné presque entièrement à Hong Kong, et en brillant Technicolor. Nous l'avons vue et nous avons été enchanté par cette belle histoire d'un grand amour, dont les vedettes sont William Holden et Nancy Kwan. Et nous sommes non moins enthousiasmé par le fait que ce film passera en Novembre au Radio City Music Hall pendant les Fêtes du Thanksgiving. L'indomptable service de publicité Paramount a atteint l'objectif qu'il visait depuis plusieurs mois: SUZIE WONG va débuter dans les meilleures conditions et nous sommes certain que ce merveilleux film attirera les spectateurs du monde entier.

Entre temps, le film d'Alfred Hitchcock continue une carrière sans précédent dans l'histoire de notre industrie. A travers tous les Etats Unis, ce ne sont que records battus par d'autres records. Ces résultats vous sont présentés en images sur d'autres pages de ce numéro de Paramount World. Quant au marché international, nous sommes heureux de vous donner des photos des Premières triomphales de ce film, qui ont eu lieu au Japon et en Australie, en même temps que nous vous communiquons les recettes magnifiques enregistrées en Angleterre et dans d'autres parties du Royaume-Uni.

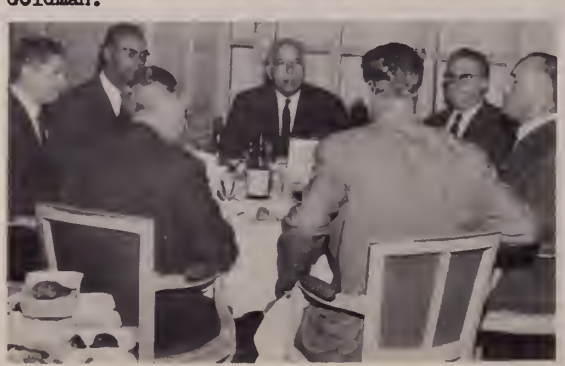
Il y a un autre article concernant PSYCHOSE dans ce numéro. C'est le compte-rendu de la Convention de Publicité qui s'est tenue à Paris et qui a réuni les représentants de tous les territoires de Paramount en Europe Continentale, dans le Proche et le Moyen-Orient. Cette Convention a entretenu l'enthousiasme qu'a suscité PSYCHOSE aux Etats Unis et dans les autres parties du monde. Elle contribuera sans aucun doute à mieux lancer en Europe, grâce à une publicité soigneusement étudiée, le grand film de M. Hitchcock. Et, à ce propos signalons que M. Hitchcock lui-même, a été en Angleterre et dans plusieurs pays d'Europe pendant ces dernières semaines, et c'est avec le plus grand plaisir que nous publions ici des photos où on le voit travaillant avec ardeur au lancement de ses productions qui divertissent le monde entier.

Dans ce numéro, nous concentrons également notre attention sur deux autres grands films: le premier est une comédie musicale de Hal Wallis "G.I.BLUES" dont Elvis Presley est la vedette, le second est "TRAHISON SUR COMMANDE", une production de Perlberg-Seaton. G.I.BLUES a déjà été montré lors d'une convention qui réunissait les exploitants américains et a été acclamé comme un film de grande classe. En effet, Elvis Presley s'y révèle encore meilleur comédien qu'auparavant. En ce qui concerne TRAHISON SUR COMMANDE, cette production touche à sa fin puisque presque tous les extérieurs ont déjà été tournés en Europe et qu'il ne reste plus que le montage à effectuer à Hollywood. Tous les rapports que nous recevons de ceux qui ont vu tout ou partie de ce film indiquent que "TRAHISON SUR COMMANDE" sera certainement un des plus grands films de 1961.

Paramount continue à affirmer avec force sa nouvelle politique pour les films de court métrage. Désormais notre Société ne tournera plus que des courts-sujets présentant un attrait international. Comme nous le mentionnons dans une autre partie de ce numéro, plusieurs de ces récents courts métrages (soit d'une bobine, soit de deux bobines) remportent un succès évident. Ce succès constitue le meilleur stimulant: les prochains courts métrages seront encore meilleurs que les précédents et nous en annoncerons la liste avant la fin de l'année.

Tandis que nous mettons sous presse, George Weltner, Directeur des Ventes pour le Monde entier, se trouve en Europe où il procède, comme il le fait régulièrement, à une étude approfondie de la situation cinématographique internationale. Il sera là-bas en même temps que M. Hitchcock, ce qui lui permettra de voir lui-même au moment de la sortie du film, les résultats obtenus grâce à la publicité efficace, au service de la plus grande production des dix dernières années: "PSYCHOSE".

PARIS - Luncheon interlude at the Grand Hotel during the massive, resultsful meeting in behalf of the showmanship campaign for "Psycho." Reading clockwise from Henri Klarsfeld (rear centre): Robert Rochefort, Rene Lebreton, Jules Gendre, Jacques Plunkett, Daniel Goldman.



THESE ARE EXCITING PARAMOUNT TIMES IN CONTINENTAL EUROPE



HAMBURG, Germany - Part of the vast crowd assembled at the Oase-Theater as William Holden made a personal appearance in connection with the showing of "The Bridges At Toko-Ri." William Perlberg also attended the event, which took place on August 26th. Holden appeared on the stage of Oase and delighted the vast throng by making his address entirely in German. He was given a tremendous ovation. In the words of Boris Jankolovics, supervisor for Germany:

> "In closing, the Paramounteers of Germany go on record expressing their sincere thanks to Bill Holden for his great interest in our activities while in Germany, and for his excellent ambassadorship for Paramount in this public appearance which we know he had to crowd into a very busy schedule."

Mr. Jankolovics indicated that "The Bridges At Toko-Ri" has continued to enjoy "a terrific box-office success," and is being held over. He also reported that the fact of "The Counterfeit Traitor" being made largely in Germany was being used in connection with the showmanship campaign for "Toko-Ri," and that it would aid greatly in first-run engagements for the picture elsewhere in Germany.



PARIS - Attending the world premiere of Paramount's "Blood and Roses" at the Colisee Cinema were Mr. and Mrs. Gary Cooper and their daughter. (Picture already has registered as one of the top record-smashing successes of many years).



PARIS - Other attendees at the "Blood and Roses" premiere were Ingrid Bergman, and Mr.and Mrs. Anatol Litvak.



BARCELONA - Important group assembled outside the Coliseum Theatre as "The Ten Commandments," with its attendance passing the 600,000 mark in the 38th week, sets an all-time, all-company, all-theatres record in the history of exhibition in Spain.

Reading L to R: Messrs Petit and Tarazona (Coliseum managers); Xaubet (Paramount Sales Manager); Michaud (in charge of Continental distribution of "The Ten Commandments"); Balañá (owner of the Coliseum); Siter (General Manager for Spain and Supervisor for Middle East); Balañá,Jr.; and Feixas (Sales Manager, Barcelona branch).



HAMBURG - Bill Holden speaking to the audience at the Oase Theatre when "The Bridges At Toko-Ri" was premiered. The star created a happy sensation by delivering his whole long address in German.



PARIS - Arriving at Orly Airport from Germany, Alfred Hitchcock eschews regular transport from plane to customs, and drive his own jeep (But not into a swamp!). In background is Henri Michaud, assistant general manager for Continental Europe.



COPENHAGEN - Crowds at the Palladium in quest of tickets to see Danny Kaye in "The Five Pennies."

Top "Traitor" Topics

Gjon Mili, the internationally famous magazine photographer, has been working right along with the Perlberg-Seaton company making special shots of "The Counterfeit Traitor."

Some of these shots will depict the Herbertstrasse, Hamburg's notorious street of ill repute, which figures prominently in several dramatic sequences of the exciting World War II spy saga which co-stars William Holden and Lilli Palmer.



Not all the words in "Suzie Wong" are honeyed. Here Robert Lomax (William Holden) and Suzie (Nancy Kwan) exchange words they'll never forget - or at least until their next embrace.

NOTES ABOUT "THE WORLD OF SUZIE WONG"

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Nancy Kwan and director Richard Quine flew to Hamburg where William Holden was making "The Counterfeit Traitor" for the express purpose of making a special trailer for "The World Of Suzie Wong."

George Dunning, well-known British musician, has written the background music for "Suzie Wong." His original score features several of England's top jazz men playing a combination of Oriental percussion instruments, including tuned cymbals, gongs and Chinese ceremonial bells.



PARIS - Representatives of Austria at the "Psycho" showmanship conclave at the Grand Hotel, were Manager Louis Kanturek (2nd from right) and Hans Menasse, publicity manager (second from left). With them are the three mighty 'powerhouses' of the meeting, L to R: Charles P. Juroe, John B. Nathan and Henri Michaud.

"DIE WELT DER SUZIE WONG", ein neuer bedeutender Film der Paramount

Es ist nicht schwer, für das Jahr 1960 Beispiele bedeutender Produktionen zu nennen. Zur Zeit wird unsere Aufmerksamkeit am meisten von Ray Stark's großartigem Streifen "Die Welt der Suzie Wong" in Anspruch genommen, einem Film in Technicolor, überwiegend in Hongkong gedreht. Wir haben ihn gesehen und waren erschüttert von dieser ergreifenden Liebesgeschichte mit William Holden und Nancy Kwan in den Hauptrollen: wir sind begeistert von der Aussicht, daß dieser Film im November zum Erntedankfest die Attraktion in der Radio City Hall in New York City sein wird. Paramounts Werbe-Abteilung ist nun auf dem Höhepunkt einer mehrmonatigen intensiven Vorbereitung für das Debut von "Suzie Wong" angelangt. Für uns steht außer Zweifel, daß dieser Film auf der ganzen Welt einen begeisterten Publikumsanklang finden wird.

In der Zwischenzeit schafft Alfred Hitchcooks "Psycho" noch mehr erstaunliche Dinge, die in der Geschichte der Filmindustrie ohne Beispiel sind. In den Vereinigten Staaten hat der Film seine eigenen Rekorde immer wieder übertroffen. Darüber erfahren Sie aber mehr in Wort und Bild auf den anderen Seiten dieser Ausgabe der PARAMOUNT WORLD. Im übrigen freuen wir uns, Ihnen von den erfolgreichen Premieren in Japan und Australien Bilder bringen zu können, zusammen mit weiteren Berichten über das großartige Interesse an diesem Film in ganz England und anderen Teilen des britischen Königreiches.

Ein weiterer PSYCHO-Artikel in dieser Ausgabe gibt einen Bericht von der Konvention in Paris, auf der Vertreter sämtlicher Paramount-Büros vom europäischen Kontinent, dem Mittleren Osten und aus Nordafrika anwesend waren um Instruktionen für die Aufführungs- und Werbemethoden entgegen zu nehmen. Dieses Treffen war dazu ausersehen, die Arbeitsweise und Erfahrungen des großangelegten Werbefeldzuges für PSYCHO in den USA und anderen Teilen der Welt auszuwerten. Zweifellos hat dieses noch weitere großartige Ideen zur Werbung für Mr. Hitchcook's Film beigetragen. Übrigens, Mr. Hitchcock war während der vergangenen Wochen selbst in England und verschiedenen anderen Teilen Europas, und wir freuen uns, ihn im Bild vorstellen zu können, wie immer stark mit seiner Arbeit beschäftigt.

Zwei andere große Filme, auf die sich in der laufenden Ausgabe unsere Aufmerksamkeit konzentriert, sind Hal Wallis' Musikfilm "G.I. Blues" (Café Europa) mit Elvis Presley und Perlberg-Seaton's "Verrat auf Befehl". Der erstere wurde bereits einem Auditorium amerikanischer Kinobesitzer vorgeführt und als absolut erstklassiger Unterhaltungsfilm eingestuft, mit einem neuen Elvis Presley, der sich als besserer Darsteller denn je erweist. Die Dreharbeiten zu "Verrat auf Befehl" sind nahezu abgeschlossen . Die Szenen, die in Europa gefilmt werden, stehen vor der Vollendung Die Abschlußarbeiten erfolgen Anfang nächsten Jahres. All diejenigen, die bereits Szenen aus dem Film gesehen haben, bestätigen, daß dies einer der großartigsten Streifen des Jahres 1961 sein wird.

Paramount bemüht sich weiterhin, nur noch solche Kurzfilme herzustellen, die internationa-

Germany's picture story of the massive national release of "Psycho" day-and-date in 26 great cinemas across the country arrived just at press time. It will be given full and fitting presentation next month.



PARIS - Six who listened with rapt attentio as the "Psycho" showmanship story was unfolded chapter by chapter at the Grand Hotel. L to R: Rene Lebreton, Paramount Theatre Manager, Paris Kurt Troupp, Finland Manager; Boris Jankolovic Manager for Germany; Gunther Schack, Publicity Manager for Germany; Julius Kalle, Asst. Public Manager for Germany; Savas Pylarinos, Paramoun Distributor in Greece.

len Anklang finden. Wie bereits an anderer Stelle dieser Ausgabe erwähnt, hatten eine ga ze Reihe neuerer Kurzfilme, sowohl Einakter als auch Zweiakter, einen großen Erfolg. Dieser Erfolg ist der beste Anreiz für neue , noch bessere Kurzfilme, von denen viele noch vor Jahresschluß angekündigt werden dürften.

Noch zum Schluß eine Notiz: George Weltner, der Welt-Verkaufsschef, ist zur Zeit in Europa auf einer seiner üblichen Orientierungsreisen über die internationale Film-Marktlage. Sein Aufenthalt fällt mit dem von Mr. Hitchcock zusammen, und er wird Gelegenheit haben, aus erster Hand den Erfolg des Werbefeldzuges zu studieren, der für den größten Thriller der Saison gestartet wurde, für "Psycho".

"PSYCHO"-MANSHIP

In Chicago, a lady called the Paramount branch and asked Hannah Eiseman who played Anthony Perkins' mother in "Psycho." She surely must have fallen asleep somewhere along the film's harrowing course.



In Toronto, Canada, the "Psycho" line at the Hollywood Theatre began, naturally enough at the theatre's box-office. But.....



.....it went along the street until it came to a corner. Then, like a dutiful line, it turned the corner and went down another street.....



.....and down and down that street, until another corner showed up. This was smoothly and successfully turned also.....



.....and the line went on into the dim distance. However, our Toronto operative, speaking from the dollar-stacked box-office of the Hollywood, reports that everyone in the long, long line duly saw "Psycho" and got the thrill which now has come to be a tradition with Mr. Hitchcock's film.

From the avalanche of "Psycho"-showmanship evidence coming to hand it is becoming increasingly evident that no one - and we do mean no one - is more #Psycho-showmanship minded that Mister Aitch himself. Apart from all of the wonderful work that he did on his around-the-world jaunt, his recent work in the U.S., his recent wonderful work which helped launch "Psycho" in Germany on a scale transcending that of any other picture ever released,and the work he is doing in France at the very moment of our going to press -- all of these things entitle him to the distinction of adding "M.S." (Master Showman) to his already distinguished name.....And of course the dexterity with which "Psycho" already is bringing back to the world's box-offices the so-called 'lost audiences' is another factor adding lustre to the Hitchcock name and fame.....Then, too, there is the element of 'quick repeats,' such as the return of "Psycho" to the London Plaza, just a very few weeks after the termination of a fabulously successful premiere engagement. And with resoundingly fine results at the box-office.. "Psycho" of course is being responsible for a wide variety of showmanship gags.As for instance the one told by a disc jockey on a radio station in Schenectady,NY, who was supplying toy handcuffs for all those who wanted them so they could handcuff themselves to the seat im the local cinema while "Psycho" was being shown.....And one colorful by-product (and practical, too) of the "Psycho" admissions policy has been the number of theatres taking practical steps to make the see-it-from-the-start policy a permanent institution at least with respect to all films meriting it.....The policy make have started as a 'showmanship gimmick,' but as eminent showman Walter Reade, Jr. (DeMille Theatre, New York, where "Psycho" had its world premiere) said, "The concept back of it is a sound one".....As for those who seek to defy the dictum, there was the case of Glen May, a reporter on the Oakville (Ontario) Journal. He doesn't like conformity, and tried to sneak into the Century during the film's running - but he merely snuck into the hands of the local policeman.



LONDON - The message of Alfred Hitchcock's "Psycho" has been masterfully carried into all parts of the United Kingdom by Tony Reddin,Paramount's director of publicity. Accompanying him on the tour was Leslie Pound, showmanship supervisor in the U.K.

Beginning in Cardiff, the tour went to Birmingham, then to Manchester, Glasgow, Liverpool, Newcastle and Leeds. Everywhere the exhibitor enthusiasm was at highest possible pitch, and the presentation message was received with unanimous resolution that will insure its being adhered to in all theatres, large and small.

Shown above is section of the large group which attended the meeting in the Majestic Theatre, Leeds. Tony Reddin, addressing the group, is at extreme right. Next to him, behind sign, is Norman Wild, Paramount branch supervisor.



ST. LOUIS, Missouri - Management of the St. Louis Theatre, envisaging a long run for "Psycho" and the possibility of inclement weather, erected this massive marquee for the convenience of waiting ticket-holders. Marquee on side facing those awaiting the next beginning of the picture says. simply: Hitchcock's "Psycho." Anthony Perkins. Front of the marquee says: Alfred Hitchcock's "Psycho." Shown at 12.oo, 2:15, 4.4o, 7:)5, 9:30.

" Breath of Scandal" ---



...has proven, once again, that Sophia Loren - that Italian imp of innocence and impetuosity - is one of the most diverting of all comediennes. She proved this with a bang in "It Started In Naples," and now, with towering assists from John Gavin, and the fascinating, ageless Maurice Chevalier, she repeats as a bouncing, bounding, sex-appealing princess in a riotous romance set against some of the most breath-taking Austrian and Italian scenery you have ever seen. And not only is it breath-taking - it's just nicely shocking also.... which is why we say that "A Breath of Scandal".....

The film critics truly adored her in London.

It also started a host of box office records.

Remember, he's Janet Leigh's "Psycho" passion.

What a lilt he gave to "Gigi" and "Can Can".

--- is a Roar of Delight!!!



AUDREY HEPBURN, with dark glasses, prepares for her first scene in "Breakfast At Tiffany's." The place: Right in front of Tiffany's at 5th Avenue and 57th Street, New York City. The date: Sunday, October 2nd. The time: 4 a.m. Since then, other scenes have been filmed inside of Tiffany's, in Central Park, and elsewhere in New York City.************************

"BREAKFAST AT TIFFANY'S" HAS BEGUN SHOOTING ----- GUESS WHERE? RIGHT AT TIFFANY'S IN NEW YORK

Shooting on the gay script made from Truman Capote's best-selling novel began before dawn on Sunday, October 2nd. -- and already 1961 has an even rosier hue as we envision an Audrey Hepburn film on our release programme.

VARIETY

Oct. 5, 1960

Shooting Up Tiffany's Sunday Interior Scene Not Like Old, Old Days

Martin Jurow, coproducer with Richard Shepherd of "Breakfast at Tiffany's," feels he has a courtship going with Tiffany's. For one thing, the famed Fifth Avenue jewelry shop opened its doors for the first time in history on a Sunday (2) so that cameras and company could roll in for the start of the picture.

And it seemed mighty bewildering to the oldtime employees, first, to be on the job on a Sunday and, second, to be accommodating a Hollywood outfit with cameras and all. But they liked it and went along with it.

Jurow, caught on the steps of New York's Public Library on Monday (3), as "Breakfast" continued before the cameras, said that Tiffany's also has been contributing technical advice—but not censorship. For example, the leading male in the picture wanted to buy a jewelry item in the store for $10 but this just was not available, at Tiffany's. at this figure.

So it was decided to change the merchandise (in the script) to a telephone dial piece which could be had at Tiffany's for the same $10. Jurow said that he, Shepherd, director Blake Edwards and star Audrey Hepburn all like the way that Tiffany's does business.



Full-view photograph of Audrey Hepburn wearing the famous Tiffany Diamond - $544,500 worth of sparkle.



NEW YORK - Henry B. Platt, great-great grandson of the founder of Tiffany's, adjusts the famed Tiffany Diamond necklace for Audrey Hepburn to signal start of production of "Breakfast at Tiffany's." Opening scene of the Jurow-Shepherd film also marked the first time that motion picture cameras have been allowed inside the famous jewelry establishment. The Tiffany Diamond, which is valued at $544,500 and weighs 128.51 carats, will remain at the store.

In addition to star Audrey Hepburn and leading man George Peppard, the cast of "Breakfast At Tiffany's will include Patricia Neal and Buddy Ebsen. Miss Neal will, for this Jurow-Shepherd production, come out of semi-retirement in England, where she has been living with her husband, Roald Dahl, on their country estate.

Solamnity is a device of tha body to hida tha faults of the mind.
La Rochefoucauld



BARCELONA, Spain - The antire advertising pillar is takan up with postars for Jarry Lewis in "Tha Geisha Boy." Pillar is situated in the city's famous Cataluna Square.

"Hitch" Finally Gets Mystified Himself.....

PARIS - Below is a seriee of candid shots of Alfred Hitchcock as he accepted a phone call from 'outer space,' relayed via satellite. His caller was so far out in the time belt that he said he'd have to run the print of "Psycho" from the end through to the beginning....And as you can see from the final candid -- "Hitch" was beginning to wonder.

"EL MUNDO DE SUZIE WONG" NUEVO SIMBOLO DE LA GRANDEZA DE LA PARAMOUNT

El año 1960 señala la transición de una gran eplícula , símbolo de la grandeza de la Paramount, a otra película igualmenta importante. La película que viene a ocupar actualmente esta dastacada posición cumbre, ee la producción de Ray Stark "El Mundo de Suzie Wong", rodada en su mayor parte en Hong-Kong, en esplendoroso Technicolor. Habiendo tanido oportunidad da ver esta película an sesión privada, noa sentimos embargados por la fuerza y magnificencia del drama de amor que en alle se desarrolla entre William Holden y Nancy Kwan, coprotagonistas de eete gran fotodrama. Noe llena también de satisfacción y orgullo el hecho de que asta película aea eetrenada el Día de Graciae en el gran teatro Radio-City Music Hall de Nueva York , el próximo noviembre. El departamento de "showmanehip" de la Paramount hace tiempo que prepare intensamente al estreno de "El Mundo de Suzie Wong", y no exiate la menor duda de que será una campaña digna de asta gran película, destinada a ser un éxito verdaderamente internacional. . . Mientrae tanto, la película de Alfred Hitckcock, que tan vivo interéa ha deapertado en el mundo entaro, "Psicoeis", sigue batiendo viejos 'recorde' y estableciendo nuevas marcae de taquilla an todo Norteamérica. El paramountista hallará también, en otrae páginas de este boletín, un reportaje gráfico del inusitado éxito de esta gran película en el mercado internacional, con aspecial referencia al Jepón, Auatralia y la Gran Bretaña. Otra noticia de interés, referente a "Psicosis", ee el raportaje acarca de la dinámica reunión de "showmanship" celebrada en París, a la que asistieron representantes de todas las sucursalee Paramount an la Europa Continental, el Oriente Medio y el África del Norte, Esta reunión traeladó a Europa la gran campaña de publicidad originada en Eatados Unidoe y otras partes del mundo para la debida explotación de "Psicosis", y a buen seguro, contribuirá a la explotación de esta gran película en esas partes del globo. . . Precisamente durante eetae últimas semanae, Mr. A. Hitchcock eetuvo visitando varios paísee de Europa, y es, pare nosotros, un placar poder proporcionar al paramountista un informe gráfico de las muchas actividades de esta gran realizador a favor de sus producciones fílmicas . . . Otrae dos películas objeto de detenida atención, por su especial importancia, aon la obra musical de Hel Wallie -"G.I.Bluea"



PARIS - Delegates from Spain to the "Psycho" showmanship meeting. They are Frank A. Sitar, supervisor for Spain, Portugal and the Middle East (centre), Sales Manager J. Xaubet Roger, second from left; and Publicity Manager J. Arias, at right. Others, from left, are: Charles P. Juroe, John B. Nathan, Henri Michaud.

con Elvis Presley de protagoniata, y la producción de Perlberg-Seaton "The Counterfeit Traitor". La primera de eata película ha sido ya exhibida en sesión eepecial durante la convención de exhibidores americanos, los cualee la aclamaron como producción de primer orden. En ella, Elvis se consagra como primeríeimo actor, auperándose a sí mismo. Y en cuanto a "Counterfeit Traitor", podemoe anunciar que eetá pronta a aer terminada, pues se rodaron ya todas laa escenae que ee desarrollan en Europa, lae cualee deben ahora ser montadae y editadae en Hollywood. Loe que han tenido oportunidad de ver porcionee de eeta película, aseguren que eará uno de los éxitoe máe grandes del año entrante. . . Teniendo en cuenta la creciente importancia del mercado mundiel, la Paramount ha revisado eu política acerca de loe "shorts", o películae de corto metreje, proponiéndose realizar solamente películae cortae de probado interés internacionel. Como informamoe en otra parte de eete boletín, muchoe de los nuevoe 'cortoe' de uno o dos rolloe, eetán obteniendo un gran éxito en Eetados Unidos. Esto, naturalmente, incrementa el incentivo para acelerar la producción de más, y mejores, películas de corto metraje, las cuales serán anunciadas antee de finalizar el año en curso. . . Al entrar este número en maquinae, Mr. George Weltner, Gerente Mundial de Ventae, ee halla en Europa en uno de sus regularee viajes de inepección y estudio del mercado internacional. Mr. Weltner se encontrará en Europa con Mr. Hitchcock, y tandrá oportunidad de apreciar personalmente el inicio de la gran campaña de "showmanehip" para la más eepectacular película de eeta década, "Psicosis"





SHOWMANSHIP IS ONE INVESTMENT THAT NEVER STOPS PAYING DIVIDENDS

33

These are the four pages of an insert in gold and black which appeared in all of the U.S. trade papers in mid-September. Copies of this insert have been sent not only to all Paramount offices, world-wide, but to every exhibitor in the U.S.

Accompanying the latter distribution was a letter from Martin S. Davis, national advertising, publicity and showmanship manager. This letter, in addition to calling attention to the Paramount product in the advertisement, also named fifteen additional forthcoming films of high box-office calibre.

The letter concluded on these notes: "Need we remind you that everyone of these powerhouse attractions will be backed by the ultimate in Paramount showmanship? Your future boxoffice success is paramount to you. Why not make it a Paramount future?





ROME - 600 of these very colorful fluorescent posters for "The Jayhawkers" were placed in all of the major Italian cities in advance of the release of the Chandler-Parker-Maurey adventure film.

Also of interest in connection with the showmanship campaign on this picture was the production of a special lipstick handkerchief bearing likenesses of stars Chandler and Parker. (In many parts of Europe, where lipstick tissues are not available, a washable lipstick handkerchief is utilised).



DJAKARTA, Indonesia - This descriptive truck advertsing "Last Train From Gun Hill" was pushed by manpower thru city's streets.

Just imagine that! One confident, imaginative circuit builds and opens 33 brand new cinemas in 5 years... bringing circuit total to sixty!!!

SIBU, Sarawak - This is the new Cathay Cinema, third to be opened in this area within nine months. Dedication was by Mr.A. F.R.Griffin, the Resident, on August 21st, with Cathay Organisation head, Loke Wan Tho, in attendance.

This is the 33rd new Cathay Organisation cinema to be opened in the last five years, and becomes one of a chain of sixty first-run cinemas stretching from Thailand to Borneo.

Willys Motors Promotes HATARI!

A far-reaching automobile-motion picture promotional tie-up, commencing months in advance of actual start of production, has been set by Paramount Pictures with Willys Motors for Howard Hawks' production of "Hatari!"

Already en route from New York to Tanganyika are 40 Willys 'Jeeps,' stake trucks, utility wagons and pick-ups for before and behind-camera use on the Technciolor adventure film, which stars John Wayne.

Willys will publicize the Hawks production at the Detroit and Chicago Automobile Shows, in trade publications and its own million-circulation company magazine. One complete edition of the latter will be devoted entirely to "Hatari!", with special features on the Paramount release planned for three other editions.



JOHN WAYNE

Post-production showmanship will include a Willys-mounted traveling circus, featuring live animals captured during filming. Special Television trailers, shot on location in Africa, will be featured on two high-rated, Willys-sponsored programmes, "Maverick" and "Hongkong."



PARIS - This was the room in the Grand Hotel where John B. Nathan, Henri Michaud and Charles P. Juroe conducted so magnificent a showmanship and salesmanship seminar on M. Alfred Hitchcock's super-shocker, "Psycho." Shown in scene are Marcel Hamel, traffic manager, and Simone Cain, secretary to Mr. Juroe.



Just ask Van Heflin (star of "Under Ten Flags") where he got his name.

His real name is Emmett Evan Heflin, the Evan derived from his grandmother's Eve Anna. Heflin's middle name was thus pronounced Ee-van, and when stage and film press agents got to work the name became E. Van Heflin. For marquee purposes, the "E" was later dropped and the name was firmly established as Van Heflin.

But the confusion doesn't end there. Van's daughter is named Vana - and she says that when she has a son of her own, he's going to be named Ivan.



These are the eyes of Yoko Tani, who co-stars brilliantly with Anthony Quinn" in the magnificently exciting "The Savage Innocents."

Yves Montand, French singing star of international renown, has been signed by Paramount to co-star with Shirley MacLaine in "My Geisha." Filming starts in Japan in early December.

Paramount BOOKERS CALENDAR 1961

JANUARY						
S	M	T	W	T	F	S
1	(2)	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	(13)	14	(15)	16	17	18
19	20	21	(22)	23	24	25
26	27	28				

MARCH						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
(26)	(27)	(28)	(29)	(30)	(31)	

APRIL						
S	M	T	W	T	F	S
						(1)
(2)	(3)	(4)	(5)	(6)	(7)	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

MAY						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	(30)	31			

JUNE						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

JULY						
S	M	T	W	T	F	S
						1
2	3	(4)	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Paramount Weeks

AUGUST						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

SEPTEMBER						
S	M	T	W	T	F	S
					1	2
3	(4)	5	6	7	8	9
10	(11)	12	13	14	15	16
17	18	(19)	20	21	22	23
24	25	26	27	28	29	30

OCTOBER						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	(12)	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

NOVEMBER						
S	M	T	W	T	F	S
			1	2	3	4
5	6	(7)	8	9	10	(11)
12	13	14	15	16	17	18
19	20	21	22	(23)	24	25
26	27	28	29	30		

DECEMBER						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Jan. 1 Naw Yaar's Day (Sunday Celebrated January 2)
Feb. 12 Lincoln's Birthday (Sunday Celebrated February 13)
Feb. 15 Ash Wednesday Baginning of Lant
Feb. 22 Washington's Birthday
Mar. 26-Apr. 1 Holy Week
Mar. 31 Good Friday
Mar. 31-Apr. 7 Passover
Apr. 2 Eastar Sunday
May 30 Dacoration Day
July 4 Indapandance Day
July 12-25 Paramount Weeks
Sept. 4 Labor Day
Sept. 11 Rosh Hashonah
Sept. 19 Yom Kippur
Oct. 12 Columbus Day
Oct. 31 Hallowa'an
Nov. 7 Election Day
Nov. 11 Vataran's Day
Nov. 23 Thanksgiving Day
Dec. 25 Christmas Day

KEY TO IMPORTANT HOLIDAYS
○ Denota Rafligious Holidays
● Danota Lagal Holidays

Looking ahead to next year's Paramount business in the domestic field, this special calendar pinpoints the particular spots where an extra effort in booking can enhance the overall company revenue.

Five for Paramount



PAUL NEWMAN



MARTIN RITT

A new company headed by star Paul Newman and director Martin Ritt ("The Black Orchid" and "Five Branded Women") will produce five pictures for Paramount release, it is announced by Jack Karp, Paramount studio head.

Newman will star in three of the five pictures to be filmed over a period of several years. The Newman-Ritt company will occupy offices on the Paramount lot in Hollywood.



RIGHT

NEW YORK - Paramount Film Distribution vice-president Sidney G. Deneau looks on as Woody Prought, president of United Betroit Theatres, signs with pleasure the contract that will bring "The World of Suzie Wong" to his Grand Circus Theatre in Detroit for a December 23rd premiere.

パ社の偉大さを示す次のシンボル——「スージー・ウォンの世界」

一九六〇年はパ社の偉大さを示すシンボルが次々に踊を接して登場する年である。当面注目の的になつているのは鮮やかなテクニカラーを以つて香港で撮影したレイ・スタークの勝れた作品「スージー・ウォンの世界」である。ウイリアム・ホールデンとナンシー・クワンが主演するこの輝しい愛のドラマを見て深い感激を覚えたが、更にこの映画がニューヨークのラジオシティ・ミュージックホールで十一月の感謝祭を飾つて公開されることは大きな感激である。パ社宣伝部は目下「スージー・ウォン」の公開に備えて過去数ケ月に亘つて続けてきた力一杯のショウマンシップの準備に最後の追込みをかけつつあり、この勝れた作品が全世界映画ファンに対して非常な感銘を与えることは疑をいれない所である。

未曾有の好成績を続ける「サイコ」

一方アルフレッド・ヒッチコックの「サイコ」は映画史上空前の記録を樹立しつゝある。全米各地で矢つぎ早やに記録の更新が続けられ、盛大な新記録連続樹立の模様が本号に採録されている。海外各地に於ける「サイコ」の公開については、日本及びオーストラリアに於けるプレミアショウの成功とイングランド及び英国各地に於ける素晴しい人気の模様をお伝えすることが出来た。

「サイコ」についてもう一つお伝えしたいのはパリで行われた有意義なショウマンシップ会議である。この会議はヨーロッパ、中東、北阿の各地にあるパラマウント支社の代表が出席して行われたもので、アメリカその他各地で「サイコ」のために盛り上げたショウマンシップの偉大な効果の連続を計ると共に、更にこのヒッチコックの傑作映画のために輝かしいショウマンシップの努力を重ねたのである。尚ヒッチコック氏自身数週間に亘つてイングランド及び欧洲の各地を訪問したが、本誌では同氏の精力的な活動状況を詳しくお伝えした。

「G・Iブルース」と「偽の裏切者」

この他本号で注目を集める二つの作品はエルビス・プレスリー主演ハル・ウオリスの音楽映画「G・Iブルース」とパールバーグ＝シートンの「偽の裏切者」である。前者は既にアメリカのエキジビター多数の集りの際に試写が行われ、絶対的に第一級の娯楽作品であるとの太鼓判が押され、主演のプレスリーも以前にもまして素晴しい演技をみせていると専らの評判である。「偽の裏切者」は欧洲でのロケーションが殆んど終了、ハリウッドで編集の段階にあり、完成が迫つている。既にその一部を見た人々の意見を綜合するとこの映画は一九六一年の大作の一つになることは間違いないということである。

短篇映画を強化

パ社は短篇映画の製作を強化、今後は国際的に興味の大きい作品のみを作るという方針を進めている。本号で報告した通り、新しい作品は、一巻もの及び二巻ものを問わず顕著な成績をおさめつつあり、この成功によつて今後更に優秀な作品の製作が軌道に乗る予定で、その詳細は年末までに発表されることになつている。

ウェルトナー氏欧洲を訪問

全世界営業総支配人ジョージ・ウェルトナー氏は定例の海外映画事情調査のためヨーロッパを訪問中で、ヒッチコック氏の欧洲訪問と時期を同じくして近年の最大のショウマンシップ映画「サイコ」に対して行われているショウマンシップの努力と活動の実際を直接見ることが出来る筈である。

× × ×

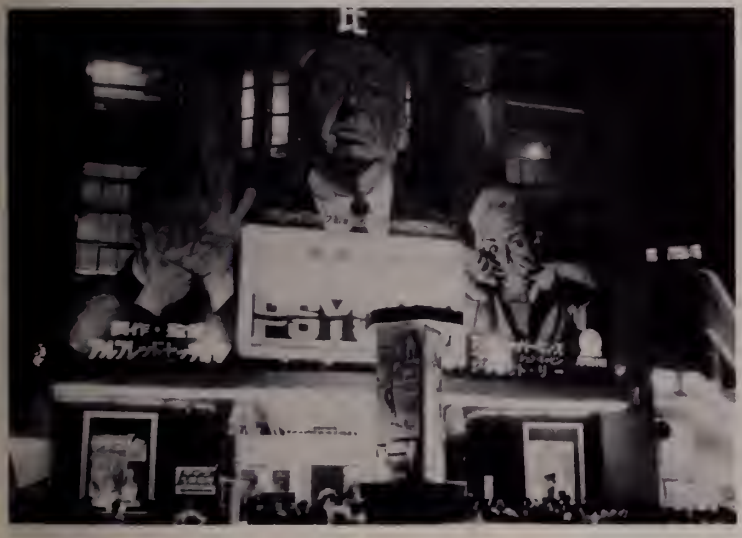
"Psycho" Socko in Tokyo



This is Tokyo's Hibiya Theatre, where Alfred Hitchcock's "Psycho" opened sensationally on September 17th. A gross in excess of one million yen a day has prevailed since the opening day, and the long-standing record of "Roman Holiday" already has been decimated. The "No admittance after the start of PSYCHO" policy is being rigidly maintained, as will be noted by the dense crowds awaiting admission.

PPPPP
PPPPP
PPPPP
PPPPP
PPPPP
PPPPP

News of this truly sensational performance was telephoned to New York from Tokyo by Far East supervisor S.A.Henriksen, and there was no mistaking the timbre of excitement in Svend's voice as he told, also, of the guaranteed run of at least 8 weeks, three weeks longer than the previous best by a Hitchcock picture.



Impressive as the scene is by day, here is the exterior of the Hibiya by the glare of the night lights, with upshooting beams making the sense of Hitchcock's shockingness all the creepier.

at right

Standee outside Tokyo's Hibiya making it all too clear (in Japanese) that no one will be admitted to the theatre after the start of "Psycho." Here indeed is a wonderful showmanship idea that is travelling clear around the world.



Cable from Sapporo

"PSYCHO" PRODUCED THE BIGGEST WEEKDAY OPENING OF ANY PICTURE INHISTORY OF THE THEATRE.

(Details and pictures in next month's issue).

PARAMOUNT'S "BLOOD AND ROSES" HAS BECOME ONE OF THE MOST SENSATIONAL (AND SUCCESSFUL) MOTION PICTURES RELEASED IN EUROPE IN MANY YEARS

NOTHING TELLS A SHOWMANSHIP STORY OF SUCCESS SO WELL AS CROWDS STORMING THE BOX-OFFICE, BY DAY AND BY NIGHT.. AND THAT'S HOW IT HAS BEEN IN PARIS, AT BOTH THE CINEMA COLISEE AND THE CINEMA MARIVAUX.

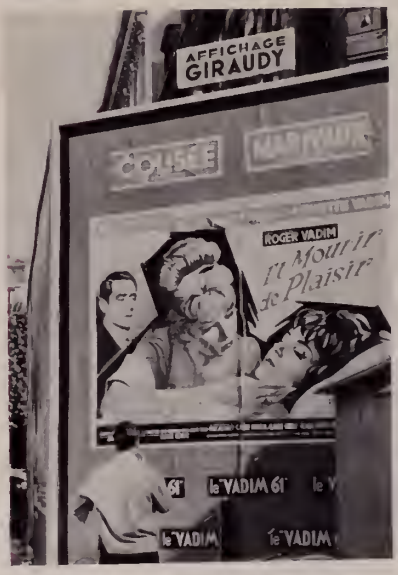
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PARIS - 25 of the city's most important flower shops awarded fine displays to the engagement of "Blood and Roses" ("Et Mourir de Plaisir").



PARIS - One of the host of advertising panels for "Blood and Roses" placed at strategic positions around the city. Note at top of poster that the film was playing day-and-date at the Colisee and Marivaux Cinemas.



PARIS - And of course the premiere of "Blood and Roses" was graced by the presence of the film's three stars - Annette Vadim, Elsa Martinelli and Mel Ferrer - and director Roger Vadim. (Vadim, 2nd from left).

PARIS - The press trucks that deliver newspapers and magazines to the city's renowned kiosks were pressed into excellent service for "Et Mourir de Plaisir" ("Blood and Roses").



CHILL
SCARE
HAUNT
SPOOK
SHAKE
DREAD
GHOST
QUAIL
CREEP



Mel Ferrer and Elsa Martinelli learn with delight that the supposed 'haunting bat' is a stuffed object - a phony.

SHOWMANSHIP AND PERSONALITIES TOP THE FAR EAST FILM NEWS



KYOTO - Hit film producer meets the press at the Asahi Kaikan on September 17th. With him, seated at right, is Laurence Harvey, who will star in the Wallis production, "Tamiko," which is to have a Japanese setting.



NAGOYA - Paramounteers at the railroad station greet producer Hal Wallis and star Laurence Harvey. L to R: Miss Y. Furukawa (Paramount), Mr. Harvey, Miss N.Hirayama (Paramount), Mr. Wallis, Mr.K.Mori (Paramount), Mr. M. Sumita (Paramount), Paramount's indefatigable Publicity Director,T.Ise.



TOKYO - There was another representative press interview in the Imperial Hotel, this one on September 10th. In this picture, Wallis is coatless, and Harvey indicates why.



TOKYO - At the Haneda Airport, producer Hal B. Wallis, two of his unidentified aides (R and L), and star Laurence Harvey all receive welcoming flowers from Toho starlettes, Misses Muramatsu and Sonoda.



(Left)

HONGKONG - On board the floating restaurant Tai Pak, producer Hal Wallis and star Laurence Harvey show the manager the lobster they have selected for dinner. At right: Paramount's Far East supervisor S.A.Henriksen, and Hongkong manager, H.S.Moh. (Many more pix in next month's issue).

B E L O W

SINGAPORE - The renowned Cathay premiered Danny Kaye's "The Five Pennies" with a "Make 'Em Laugh Contest." First view below shows the cinema's exterior announcing the contest; the second scene shows contestants on-stage; third scene shows winner M. S. Periera receiving his prize from lovely Cathay-Keris star, Miss Latifah Omar. Man in centre is the Cathay's compere, Len Thorne.

In addition to Tan Howe Liang (see separate story, this page) Cathay Organisation has another muscle-man on its staff. He is Tan Choo Beng, of the Singapore publicity staff, who was 1) "Mr. Singapore" and "Singapore's Most Muscular Man" in 1952; runner-up in the "Mr. Singapore" competition in 1951; and "Mr. Health and Strength, Singapore" in 1950, 1952 and 1955.

No wonder Cathay is such a strong organisation!





BANDUNG, Indonesia - "Samson and Delilah" was a huge success in its re-release here, and Paramount's general manager, Cornelius Vlug, was understandably delighted. Picture ran day-and-date in the Nusantara (Varia) Theatre, Fadjar (Rivoli) Theatre and Parahijangan (Texas) Theatre. Vast crowds attended at all theatres, many waiting patiently for hours for tickets. Photo immediately above is of the Parahijangan; crowd in centre picture is in lobby of the Fadjar; and top picture shows front-of-house display by the Nusantara.



SINGAPORE - Tan Howe Liang has returned from the Olympics in Rome and stands before the vast Cathay Theatre and Building proudly wearing his Silver Medal. This he won by being second in the lightweight division of the weightlifting events.

Tan Howe Liang is a member of the Cathay staff, and when he was feted prior to his departure from Singapore in August (see last month's issue), it was hoped that he would be the first member of a cinema organisation to win an Olympic Gold Medal. However, he did magnificently, for although he won only second place in the World Olympics, he set a new world record in the "Clean and Jerk" lift in his event. With a bodyweight of only 147 pounds, he lifted a new world record poundage of 347½ pounds in the "Clean and Jerk" event.

We join with a proud Cathay Organisation in congratulating him, and wishing him continued success both in career and sports.



This is the Nancy Kwan you'd see if you were to encounter her on the beach at Brighton, Miami, Venice or Hongkong - where she of course made the most of "The World Of Suzie Wong."



TORONTO - Win Barron spoke on publicity and public relations at both the recent convention of Famous Players Canadian Corporation and the inaugural meeting of Affiliated Pictures Corp., Ltd., the new joint Paramount-Columbia distribution organization for Canada. Mr. Barron is director of advertising and public relations for the latter organization.

Dana Wynter will be Danny Kaye's leading lady in "On the Double," scheduled to start filming in Hollywood on October 31st.

"IL MONDO DI SUZIE WONG" E' IL NOSTRO NUOVO SIMBOLO DI GRANDEZZA

* * * * * * * * * * * *

Possiamo proprio dire che nel 1960 stiamo passando da un simbolo di grandezza all'altro in materia di film. Ultimo della serie su cui converge tutta la nostra attenzione in questo momento è lo splendido lavoro di Ray Stark, IL MONDO DI SUZIE WONG, girato in magnifico Technicolor quasi interamente a Hongkong. Abbiamo veduto recentemente questa bellissima drammatica storia di un grande amore interpretata da William Holden e Nancy Kwan, e ne siamo rimasti veramente incantati. Sappiamo anche, ed è pure questa una bella notizia, che il film verrà programmato nel primo locale di Nuova York, il Radio City Music Hall, nel mese di novembre, durante la tradizionale ricorrenza della festa del Thenksgiving. Il lancio pubblicitario per l'uscita iniziale di questa pellicola ha richiesto mesi d'intensa preparazione, e non abbiamo alcun dubbio che un film di questo genere sarà destinato ad avvincere il pubblico del mondo intero.

Nel frattempo, PSYCHO di Alfred Hitchcock sta continuando a far cose che sono assolutamente senza precedenti nella storia del cinema. Con questo film, qui negli Stati Uniti, è un susseguirsi di record battuti da record ancora più grandi, come potrete voi stessi immaginare dalle illustrazioni che vedrete in altre pagine. Per quanto riguarda il suo successo all'estero, siamo lieti di potervi pubblicare, come facciamo, alcune fotografie sulle magnifiche premieres in Giappone ed in Australia, nonchè altri dettagli sulle elevate cifre d'incassi raggiunte in Inghilterra.

Sempre a proposito di PSYCHO, vi diamo pure questa volta tutti i particolari sulla dinamica riunione che ha avuto luogo a Parigi



PARIS - Delegates from Italy to the "Psycho" showmanship meet listen attentively to Charles Juroe's message. They are Pilade Levi (R), Vieri Niccoli (C) and Alberto Durante. (In foreground: Henri Klarsfeld (L) and H.Donald Hunter.

per il coordinamento e le direttive circa il lanciamento del film ed alla quale hanno partecipato membri di tutti gli uffici Paramount del Continente d'Europa nonchè del Medio Oriente e Nord Africa. Come, con lo stesso sistema, si era già verificato negli Stati Uniti e in altre parti del mondo, questa riunione ha sollevato intorno a PSYCHO quell'atmosfera d'interesse e di effervescenza che darà sicuramente un magnifico impulso a idee e trovate pubblicitarie di prim'ordine per questo grande film di Hitchcock. Tra parentesi, lo stesso Hitchcock è stato in Inghilterra e altre parti d'Europa in queste ultime settimane, e come noterete dalle fotografie che pubblichiamo, egli è instancabile nel prodigarsi a lavorare per i suoi film.



ROME - Fine front-of-house display of fluorescent posters for "The Jayhawkers" at the Maestoso Theatre here. Note particularly two things about this display. One is the effective use of the Paramount name and trade mark. The other is, from the billing, the necessity for giving one of the stars a new first name - at least so far as Italy is concerned.

Due altre grandi pellicole su cui ci dilunghiamo nel presente fascicolo sono quella nuova di Elvis Presley a sfondo musicale, G.I. BLUES, di produzione Hal Wallis, e IL FALSO TRADITORE di Perlberg-Seaton. Il primo è già stato mostrato a una recente grande riunione di esercenti cinematografici americani i quali hanno trovato il film ottimo e Presley ancora migliore di prima. IL FALSO TRADITORE è già quasi pronto. Tutti gli esterni sono stati girati in Europa nelle stesse località della storia, ed ora non manca che terminare a Hollywood il montaggio. Chiunque ha avuto già occasione di visionare qualche scena del film assicura che esso costituirà uno dei grandi titoli del 1961.

In materia di cortometraggi, la Paramount sta adottando il sistema di limitare la propria produzione soltanto a quei soggetti di richiamo internazionale. Come rileviamo in altra parte di questo numero, parecchi degli ultimi nostri shorts, sia in una che in due parti, stanno incontrando un considerevole successo. E questo è il miglior incentivo a produrne degli altri, anche più belli, di molti dei quali ci ripromettiamo di annunziarvi i titoli prima della fine dell'anno.

Mentre andiamo in macchina, il nostro direttore commerciale mondiale, George Weltner, si trova in Europa per uno dei suoi periodici giri informativi sulla situazione cinematografica internazionale. Siccome egli sarà lì contemporaneamente a Hitchcock, avrà agio di assistere di persona ai primi risultati del formidabile lanciamento del film più formidabile lanciato in questa decade -- PSYCHO!

HOLLYWOOD GLOWINGLY BECOMES "THE WORLD OF SUZIE WONG" AND LOVELY NANCY KWAN

Producer Ray Stark, whose enthusiasm for the entertainment appeal of "The World of Suzie Wong," brought the business and acting world of Hollywood together in a spectacular party recently. Aim was to have show business learn about "Suzie Wong" as a picture, and about Nancy Kwan, who stars in it with William Holden. We present on this page some glimpses of a long-to-be-remembered party.



Mr. and Mrs. Ray Stark, standing, are most solicitous hosts. Five men seated, L to R. are: Milton Berle, Kirk Douglas, Cesar Romero, Van Johnson and Mike Romanoff. In far right background is Edward G. Robinson.



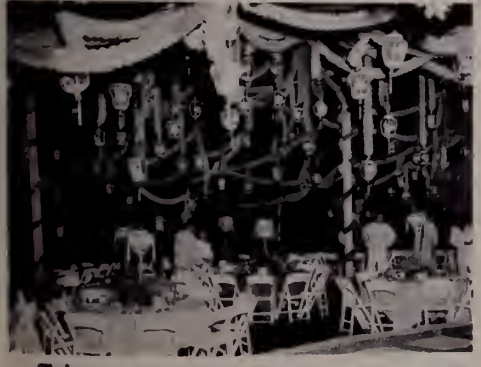
The object of everyone's affections ....honored guest of the evening..... Nancy Kwan ('Suzie Wong') with another lovely lady, Merle Oberon.



Seated at right is George Weltner, Paramount Pictures vice-president in charge of world sales. Then, counter-clockwise, Richard Quine, director of "The World Of Suzie Wong"; Kim Novak, Warren Beatty and Joan Collins.



Nancy listens as Kim Novak tells of some of her earlier experiences in Hollywood.



This was one corner of the massive reception facility, erected on Mr. Stark's estate, before the hundreds of guests arrived.



The party as the dancing got under way. Motif throughout was that of the Orient.



Mr. and Mrs. Alan Ladd were among the guests, with Alan very much at the fighting pitch that gave him world fame.

"The Boy Who Stole A Million"....



Maurice Reyna as the young 'Paco' and Virgilio Texera as his father, 'Miguel' in this happy picture.

"C h a r m.."

That's what Motion Picture Herald says "The Boy Who Stole A Million" has. Read here the opening paragraph of the review which appeared in both Motion Picture Herald and Motion Picture Daily late last month:

> Charm is a very elusive quality to capture on film, but that is exactly what Charles Crichton has directed into "The Boy Who Stole A Million," a George Brown presentation released by Paramount. First rate family fare entertainment which will depend largely upon word-of-mouth enthusiasm, the film is that rare product - a domestic endeavor with true foreign film flavor.

Important, too, is the concluding paragraph of the review, to wit:

> A factor which not only makes the picture more enjoyable, but should also prove to make it more popular with audiences is the fact that although filmed in Spain with an international cast, the dialogue is in English, with no dubbing, no subtitles.

Charmingly Steals Everybody's Heart!

Printed in U.S.A.

Paramount WORLD
Volume 7, No. 2 February, 1961



BREAKTHROUGH TO NEW RECORDS
IMPENDS WITH "ONE-EYED JACKS"

A Salute



YUAN KAO is a Paramounteer of extraordinary courage. He performs his company duty dey in end day out under conditions that would make even the toughest of us flinch, yet to him it is simply a job to be done - and done well.

Mr. Kao (above) is Paramount manager in Saigon, which means that he lives and works and endures in the heart of Vietnam, one of the hottest politicel spots on the face of the globe. Living and working in Saigon today means performing otherwise commonplace chores amid the lethal symphony of bullets, the grim and implacable interplay of opposing political forces, and all of the clammy physical discomfort of the tropical Orient.

Yuan Kao has served Paramount for more than thirty years, and almost all of that time has been spent amid the strife and agony of a restless world. He is a quiet, gentlemanly and scholarly man, skilled in the business of motion picture sales and distribution -- and a man whose calm courage must create in all of us a sense of true humility.

The Cover.....

Here is the spirit of the vengeful character dominating "One-Eyed Jacks" -- one of the most arresting and interesting characters ever seen on the screen. You will never forget Marlon Brando once you have seen "One-Eyed Jacks."

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ALBERT DEANE, Editor

Volume 7, Number 2 February, 1961

Hal Wallis ----- Consistency Plus



HAL WALLIS

Proceeding through this issue, one cannot help being impressed by the world-wide measure of success being scored by Hal Wallis' production, "G. I. Blues." It is a resounding hit in the U.S., in England (really fabulous there!), in Germany, Hongkong and Australia, to mention but a few countries.

It is, in short, just one more glowing example of the internationally popular screen fare which comes year in, year out, from the skilled craftsmanship of one of the all-time great film producers, Hal Wallis.

Thank you,Hal, and long may you weave -- such hit films!



During the recent studio conferences which followed the New York and Chicago sales meetings, Mr. Balaban stopped by the set of Perlberg and Seaton's "The Pleasure of His Company" to chat with co-stars Fred Astaire and Debbie Reynolds.

At the conclusion of the Sales Merchandise meeting in New York (and repeated in Chicago), Mr. Weltner stated: "The best sales meeting I ever attended was the first sales meeting of Jerome Pickman."

SOUTH AMERICAN "PSYCHO" JUGGERNAUT BEGINS

Cable at the right makes us glad that PSYCHO and PARAMOUNT have the same initial ---- a Capital P. And such capital! Acres and acres of it from so many parts of the world - and now from Latin America.

Cable, addressed to James E. Perkins, president of Paramount International Films,was sent by Sam Bekeris, newly appointed Paramouht managing director in Argentina.

(Note related story on P.28)

"PSYCHO" OPENED FEB. 6 OPERA MAR DEL PLATA BREAKING ALL HOUSE RECORDS FOR ANY PICTURE OF ANY COMPANY OUTGROSSING "COMMANDMENTS" AND "TEMPEST" AT SAME INCREASED ADMISSIONS WITH THOUSANDS OF TICKET BUYERS TURNED AWAY. PUBLIC REACTION EXCITING AND IMPRESSIVE. EXPLOITATION POLICY OF NOT LETTING AUDIENCE IN AFTER FILMS START WORKED PERFECTLY. HITCHCOCK AND "PSYCHO" IS TALK OF THE TOWN IN MAR DEL PLATA. FOR THE FIRST TIME IN HISTORY WE ARE SELLING TICKETS IN ADVANCE WITH CROWDS LINING UP. CONGRATULATIONS

BEKERIS

G. S. M. PICKMAN SPARKED ANOTHER WONDERFUL MEETING, FOR THE WEST, IN CHICAGO

The Paramount sales force of the West didn't long remain in doubt as to why reports of the Eastern sales meeting had been so enthusiastic. Right from the first gavel-tapping of Vice-president Sidney G. Deneau they knew the answer - knew how commandingly Jerome Pickman has taken over his vital new post - knew what wonderful product is to be their's for 1961 - and knew, in depth, the meaning of the Sales-Merchandise Drive. After all, they had the best merchandise in the industry to sell, and they were the ones best equipped to sell it.

As was to be expected, the Chicago sales meeting followed the pattern of the New York one in all major respects. It sparked the same glowing enthusiasm, the same from-the-heart confidence in success, the same intense fealty to the new domestic sales leader, the same determination to get from our product an equal return for the devotion and dedication to effort that the Paramounteers of production had put into it.



The tempo, zest and confidence exhibited by Jerome Pickman in New York in his new and far broader role of general sales manager of the domestic field, was even more in evidence at the Chicago meeting.

Maybe the sweeping successes of "The World of Suzie Wong," "Blueprint for Robbery" and "G.I. Blues" in the intervening few days had something to do with it. The fact r-mains, however, that G.S.M. Pickman scored a resounding triumph, and now has-the sales force of the entire nation solidly in back of him.



CHICAGO - General view of the Western Division's Sales Merchandise meeting as General Sales Manager Jerome Pickman delivered his major sales message. In the rear, reading from left, are: Jack Perley, Hugh Owen, Barney Balaban, George Weltner, Jerome Pickman(speaking), Sidney G. Deneau, Jacob H. Karp, Herb Steinberg, Howard G. Minsky, Ed Chumley.



Vice-president Jack Karp, head of the studio, delivers the important story of the product to be looked for this year and the years immediately ahead. In the background are Jerome Pickman, Herb Steinberg, publicity director of the studio, and Howard G. Minsky

(Turn to next page)



The man who elevated Jerome Pickman to the domestic general sales managership -- George Weltner, world sales manager -- tells the Paramounteers of the West of the deep and abiding confidence he has in Mr. Pickman's ability, leadership and sales proficiency. At the end of his address, his listeners gave the man of his choice their vote of confidence with a spontaneous salvo of applause.



MARTIN DAVIS

CHICAGO SALES MEETING
continued

MARTIN DAVIS HIGHLIGHTS NEW YORK AND CHICAGO MEETINGS WITH TWO MAJOR SHOWMANSHIP INNOVATIONS

Pledging exhibitors that 1961 will be "another year of new ideas at Paramount," Martin Davis, director of advertising, publicity and exploitation announced at both the New York and Chicago meetings a completely new "Paramount Press Book and Merchandising Manual," a major innovation in local-level selling that has been under development for more than a year.

Davis also made announcement of another "first" for the company -- a national network of field merchandising offices which will be available at a moment's notice for special assignment on forthcoming product.

All of which tied in magnificently with the Sales-Merchandise motif of what is now recognized as one of the outstanding selling conventions in Paramount history.



Hugh Owen, Eastern vice-president of Paramount Film Distributing Corporation, confirmed to the Paramounteers of the West the high confidence of the Eastern Paramounteers in the leadership, sales skill and the showmanship proficiency of the new general sales manager, Jerome Pickman.

TOA Lauds New Para. Merchandising Manual

Paramount Pictures' new merchandising manual is highly praised in the current issue of Theatre Owners of America's Bulletin.

"The book was obviously prepared by men who have an appreciation of some of the exhibitor's problems," the Bulletin says. "Any aggressive theatreman, working with this book, should be stimulated into doing a far better job than if he merely had the current, conventional press book.

"To the Paramount group, headed by ad-publicity-exploitation director Martin Davis, go congratulations. It is to be hoped other film companies follow Paramount's lead."

MOTION PICTURE DAILY February 6, 1961



Host of the Chicago meeting, and a most expert chairman of the gathering, was Sidney G. Deneau, Paramount Film Distributing vice-pres. in charge of the West. Here he bids all of the visitors welcome, and thus opened what all attendees agreed was a sales conference to be long and agreeably remembered.

Chicago Attendees

BARNEY BALABAN
GEORGE WELTNER
JACK KARP
JEROME PICKMAN
SIDNEY DENEAU
HUGH OWEN
MARTIN DAVIS
HOWARD MINSKY
EDWARD CHUMLEY
JOSEPH FRIEDMAN
JACK PERLEY
H. NEAL EAST
TOM BRIDGE
ALFRED TAYLOR
HERB STEINBERG
RICHARD FRANK
BERNARD BRAGER
ARNOLD SHARTIN
TOM DUANE
FRANK RULE
WARD PENNINGTON
JESS McBRIDE
CHARLES CALIGUIRI
HARRY HAMBURG
HARRY HAAS
JAMES RICKETTS
DONALD FOSTER
JACK STEVENSON
HENRY HAUSTEIN
ALAN WIEDER
HENRY EHRLICH
EVERETT OLSEN

New Names for New Sales Era

Described by Martin Davis at the New York meeting and partially shown by him at the Chicago session, the new Paramount Press Book and Merchandising Manual was fully unveiled at a studio press conference conducted by Davis at the conclusion of the meetings. This important latter event drew from The Film Daily the following pungent observation in the lead-off paragraph of its report on the studio session:

"Paramount threw the tattered old term 'press book out the studio window yesterday and installed the alliterative 'Merchandising Manual' as its modern and mightily more meaningful successor, at a press breakfast presided over by Martin Davis, director of advertising, publicity and exploitation, with Herb Steinberg, studio publicity manager, and Joseph Gould, advertising manager, alongside him....."

Prompted by the Film Daily's pungent phraseology, this might seem like an appropriate time to also toss out of the window the term 'exploitation' (a basically ugly word), and replace it with 'showmanship' (truly a practical, commercial word). 'Exploitation' has become archaic, rather crass, and quite possibly subject to misinterpretation.

CHICAGO MEETING
continued



One of the personal interludes in the Chicago sales meeting was the observance of Hugh Owen's birthday anniversary. And here we see three Paramount Film Distributing Corp. vice presidents - Jerome Pickman, Hugh Owen and Sidney G. Deneau --- looking over the birthday cake as a Chicago fireman stands guard over the 29 candles.



As he had done for the Paramounteers of the East a few days earlier in New York, President Barney Balaban brought to the men of the West the serious, inspiring and upbeat report on the company's product, plans and prospects for this year and for other years beyond.

Shown also in the picture, L to R. are Hugh Owen, Sidney G. Deneau, Jerome Pickman, Jack Karp.



S-M
S-M
S-M
S-M
S-M

One of the major objectives of the New York and Chicago sales meetings was to demonstrate that Paramount product is merchandise just the same as tangible items of sale represent merchandise also. Effective way to do this was to have on hand a variety of items of merchandise that could be demonstrably linked not only with Paramount productions, but with the men and the women who sell and market Paramount pictures.

Shown with the merchandise, L to R - Southwest division manager Tom Bridge, Pacific division manager Neal East, Ed Chumley, national coordinator of the Sales Merchandise Drive; Al Taylor, mid-West division manager; Sidney G. Deneau, vice-president of Paramount Film Distributing Corp., in charge of the West.



Seattle's Henry Haustein, Los Angeles' H. Neal East, San Francisco's Jack Stevenson and Los Angeles' Arnold Shartin are all attention. (The backs belong to Tom Bridge (left) and Bernard Brager, both of Dallas.



Seated are Charles Caligiuri of Des Moines, Joseph Friedman of Home Office, field representatives Everett Olsen and Allen Weider. (Back belongs to Detroit's Tom Duane; and standing is Harry Hamburg, Kansas City).



Indianapolis' Frank Rule, Milwaukee's Ward Pennington and Chicago's Dick Frank and Al Taylor listen in their characteristic fashions to the sales-merchandise message.

S-M S-M S-M

NEWS AND PICTURES OF THE NORTH AMERICAN BRANCHES

Alan Ladd's eighteen-year-old daughter, Alana, has a featured role in the Jurow-Shepherd production, "Love In a Goldfish Bowl."

Tommy Sands and Fabian are the stars of the film; Jan Sterling and Toby Michaels also have featured roles.



PHILADELPHIA - Field representative Mike Weiss used a charming Chinese girl, Mary Mon Toy, to distribute copies of the "World of Suzie Wong" record album to radio and TV disc jockeys in this area. Above, Chuck Conway of WPEN gets his album -- and a real 'Suzie Wong' smile from Miss Toy.



BOBBY DARIN, a singer of such perfection that he dominates his particular field, is playing his first dramatic role for Paramount in the John Cassavetes production of "Dreams for Sale." Stella Stevens, the blonde sensation of "Li'l Abner", is his leading woman.

CINCINNATI The fur is really flying in Cincinnati!. Never have we had such an enthusiastic reaction in our branch as last Monday (9) to the meeting held by Branch Manager, William A. Meier upon his return from the Home Office meeting. Mr. Meier opened our meeting singing the praises of our new Domestic General Sales Manager, Mr. Jerome Pickman. Then he outlined in great detail each phase of the meeting. The speeches of our executives were read; we went thru our terrific lineup of product, picture-by-picture, and plans were formulated for our 1961 Sales Merchandise Drive.... Kip Smiley, Sales Manager, was appointed General Coordinator. Salesman Jack Kirschbaum will handle the B/A, P/S and Drive-In Accounts; Lillian Ahern, Booker, the Repeat Booking Department; and Donald Benning, Booker, the Short Subjects. Statistical reports are being charted, Catchy Sales and Booking letters being prepared, past performances are being checked - in fact, we are going all out for this cause. And we're promising Results!

Here are some Christmas pictures. See what Santa hung on our tree - if you look closely you



can see promises of big things to come for us SUZIE WONG, ONE-EYED JACKS, ALL IN A NIGHT'S WORK, BREAKFAST AT TIFFANY'S, THE PLEASURE OF HIS COMPANY, LADIES' MAN, WALKING HAPPY and many more - and you can see the happy expression on Mr. Meier's face. Also pictured in front of our tree is Kip Smiley, Sales Manager, dressed in red flannel vest and green tie. And Louise Vinson, Cashier with Don Benning, Booker. Our Annual Christmas party was held December 16th in the Variety Club. Everyone had a rip-roaring time.

-Lillian Ahern

NEW YORK Our Cashier, Miss Essie Epstein, has returned all tanned from a cruise down in South America. Back to work Essie, and "get the dough" ! ! !

"Suzie Wong" is doing fabulous business. All bookers are busy getting extended playing time.

Welcome to Agnes Moskos, our new Booker's Secretary.

Branch Manager Sattler and Nat Stern held our Sales Meeting on January 9th, and imparted to us all of the good news gained at General Sales Manager Jerome Pickman's inspiring New York meeting. Everyone is very enthusiastic on the new product for 1961.

The Sales Merchandising Drive is already on the swing. All bookers are calling for play dates on extra bookings and more short subjects.

Joe Curtin, after days of anxious waiting, signalled the arrival of the fifth Curtin child, a son named Thomas Joseph. Birth date was January 28th. Again warmest congratulations, Joe.

- Richard Magan

Noel Nicety:

Paramount's Head Office in London at the festive season received a Christmas card in the mails bearing a traditional message. But it was signed...FROM A Number of Grateful Filmgoers....TO Paramount Pictures.

There was no other clue to the identity of the senders.



MILWAUKEE, Wisconsin - One of the best campaigns across the nation for "G. I. Blues" was the one engineered by Joseph Reynolds, manager of the Towne Theatre here, with the fine assistance of Paramount field representative Henry Ehrlich, the U.S.Army Recruiting Service, and Ken Vogt of Radio Station WRIT. Manager Reynolds brought to the Towne high school editors, winners of WRIT's radio contest and a select group of citizens, all for a special screening of "G. I. Blues." Wonderful publicity resulted and he got three weeks for the Elvis Presley picture, this being an all-time record for the Towne.

Shown above, L to R: Sgt. Goggerty of the recruiting office; Ed Hoffman, RCA Records; Ken Vogt, WRIT Radio; Dixie Lee Filipiak, president of the Elvis Presley Kats and Kittens Fan Club; Joe Botsford, Milwaukee Sentinel reporter; Joan Snyder, co-president of the Presley Club; Dick Weis, editor of Teenbeat Magazine; Henry Ehrlich, Paramount field rep.; Joe Reynolds, manager of the Towne Theatre.

CHARLOTTE We held a sneak preview on "The World Of Suzie Wong" in the Carolina Theatre to a capacity crowd. All attending seemed to think as we do about Suzie. It is certainly one of the finest features that I have had the privilege of seeing in a long time.

The following day, we held a special trade screening in the Dilworth Theatre and this blockbuster, "One Eyed Jacks", was also enjoyed by all who were privileged to see it. With these two and "All In A Night's Work", which we recently looked at, we are certainly in the driver's seat, product-wise.

Elvis Presley's release, "G. I. Blues", is doing nothing but money in the Charlotte territory. We are all looking forward to "Blue Hawaii" and his other forthcoming release.

-Dean Morris

PARAMOUNT INTERNATIONAL'S NEW ADVERTISING-PUBLICITY LINE-UP

James E. Perkins, president of Paramount International Films, Inc., announced January 30th the appointment of Charles (Jerry) Juroe as the International Company's director of advertising and publicity.

Appointment climaxes Juroe's fifteen years of film industry experience.

"We are particularly pleased to have Charles Juroe in this post," stated Mr. Perkins. "His journey around the world in the interests of 'The Ten Commandments,' and his four years of European contacts with all phases of the industry, particularly qualify him for his new post."

Further details on Mr. Juroe elsewhere on this page.



HAMBURG, Germany - Probably in no other country is there a more fervid admiration of the craftsmanship of Alfred Hitchcock than in Germany. It is manifested in shopwindow displays (like the one above), in front-of-house displays (there are several in this issue), but most particularly in the depth and perception of the reviews of his pictures.

Recently there came to hand a massive cross-section of reviews on "Psycho." What was most remarkable about them was that many of them covered several pages of the magazines in which they appeared. Also, they were illustrated by ingenious and imaginative photographs, some of which had been specially posed by Hitchcock himself when he was in Germany a few months ago. That's critical reporting at its very highest.



GUENTER SCHACK transfers his fine and inspiring publicity and advertising activities from Frankfurt to Paris with his promotion to the post of advertising, publicity and showmanship director of Paramount for Continental Europe.

This is one of the most merited Paramount promotions in years, for Mr. Schack has been indefatigable in presenting each and every Paramount production to the German picturegoing public to the absolute maximum of its entertainment merit. The towering accomplishments of "The Ten Commandments," "The Greatest Show on Earth," "The Buccaneer," "Samson and Delilah" and "Psycho" (to name but a few) bear tribute to his showmanship sense and to the work of his staff under his executive guidance.

We wish Mr. Schack the continued success that we know he is bound to receive in Paris, where Paramount cooperativeness has always been one of our Company's finest attributes.



JULIUS KALLE is Paramount's new publicity director for Germany following the promotion of Gunter Schack and his transfer to Paris.

Having been one of the Paramount publicists who helped raise Paramount's prestige in Germany to its present eminence, Julius Kalle is particularly well fitted for his new and higher post. He comes to it at a time when Paramount's product is at a new high level of audience attractiveness, and this in itself is a fine challenge to Mr. Kalle's undoubted showmanship capabilities.

We wish him the finest possible results, and are sure that we shall have the pleasure of reporting many of them in our columns in the near future.



CHARLES P. JUROE

CHARLES P. JUROE joined Paramount in the Hollywood studio publicity department in 1950. Prior to that he had been exploitation manager for the San Francisco Division of Fox West Coast Theatres.

During the period of 1950-1956 he served in a wide variety of studio publicity posts, and was in charge of radio, television and music contacts at the time of his transfer to Paramount International's forces in the interests of Cecil B. DeMille's production, "The Ten Commandments."

In 1957 he was selected by Mr. Weltner as an international 'advance man' for the DeMille picture. In this capacity he made a journey around the world, travelling in advance of Mr. Weltner. The following year he was named to head the general European advertising and publicity post, with headquarters in Paris.

Here he performed giant service in behalf of the public relations phase of the distribution of "The Ten Commandments," particularly in connection with Mr. DeMille's visit to Europe. His later tasks also took him to many parts of the Continent, and wherever he travelled he established the finest possible liaisons, not only with Paramount personnel, but with the press, exhibitors and top figures in the political and social scenes of the countries visited. All of this experience will stand him in good stead as he now disseminates Paramount news and information to all quarters of the world from New York.

We congratulate Charles (Jerry) Juroe on a merited promotion and wish him great and continuing success.

CHARLES P. JUROE, Paramount International's new director of advertising and publicity, left New York February 17 for an extensive promotional tour of Latin America in the interests of Alfred Hitchcock's "Psycho" and upcoming Paramount productions of importance.

MORE HONORS.....MORE RECORDS FOR "THE TEN COMMANDMENTS"



"The Ten Commandments" has reached the point of withdrawal from domestic distribution after four and a half years of intensive presentation in practically every motion picture theatre in the United States and Canada.

However, the mighty Cecil B. DeMille production is still in most active distribution throughout the rest of the world, and so we expect to maintain this page as a feature of Paramount World for a long while to come.

British Honduras Latest To See It

One after another the countries of the world get to see Cecil B. DeMille's mighty production, "The Ten Commandments." Latest on the record is the Central American country of British Honduras.

Shown above attending a special screening of the picture in the Majestic Theatre, Belize, capital of British Honduras, held in honour of the Governor, His Excellency, Sir Colin Thornley, are, left to right: Mr. Santiago Castillo, general manager of the Palace Theatre Company; His Lordship Bishop Gerald Brooks, MA, DD; Lady Thornley; The Governor; Catholic Bishop Robert L. Hodapp, S.J.,DD; and Howard Rochlin, Paramount Representative from Panama.

Reporting on the Belize engagement, Mario Ghio, Paramount manager in Panama stated: "'The Ten Commandments' played three weeks in Belize and the release of this production was probably the most important single event in the modern history of British Honduras. The box office results were outstanding. Practically every resident saw the production at least once and some as many as five times."



MANIZALES, Colombia - This is the fine new Manizales Theatre which was dedicated last November with the premiere of "The Ten Commandments." The mighty Cecil B. DeMille production was screened for "4 terrific weeks," according to Paramount manager Andres Sanz, who observed that "the normal playing time for other big pictures is 3 or 4 days."


UNITED STATES DEPARTMENT OF COMMERCE
OFFICE OF INTERNATIONAL TRADE FAIRS

CITATION

1960

Paramount Pictures Corporation

WASHINGTON, D.C. Citation received by Paramount Pictures Corporation from the U. S. Department of Commerce for the Company's participation in the International Trade Fair at Zagreb, Yugoslavia, last year. Paramount's exhibit featured costumes and other items from Cecil B. DeMille's production of "The Ten Commandments," and commanded wide attention.



Notables connected with the premiere of "The Ten Commandments" in Manizales (above). Seated, from left, are: The Governor of Manizales, The Archbishop of Manizales, Andres Sanz, Paramount manager for Colombia. Standing: Mr. Nayib Jozame, owner of the Manizales Theatre; Mr. John Jozame, his brother. The proud young boy is the son of Mr. Nayib Jozame.

AUSTRALIA AND NEW ZEALAND HAIL VISIT OF GEORGE WELTNER

SYDNEY - "I don't care how hard times get, they won't be tough for us with productions like this!"

Thus George Weltner, Paramount Pictures vice-president in charge of world sales delivered his message on new product to Australia's 1961 national sales convention, held at Paramount's head office here.

Attended by branch managers and salesmen from all states, the convention was held on February 1,2,3 and marked Mr. Weltner's first visit to Australia in 10 years, and his first in his capacity as world-wide sales head.

Inspiring Response to Mr. Weltner's Message

PERKINS PARINTFILM NEWYORK

WE DELEGATES ATTENDING AUSTRALIAN SALES CONFERENCE JUST CONCLUDED WERE THRILLED BY MR. WELTNER'S INSPIRING MESSAGE. FULLY COGNIZANT OF THE GREAT RESPONSIBILITIES PLACED UPON US WE SINCERELY PLEDGE THAT UNDER THE CAPABLE LEADERSHIP OF MR. GRAHAM 1961 WILL BE OUR GREATEST YEAR.



George Weltner and Robert L. Graham confer at Sydney's Kingsford Smith Airport as the former arrives for sales conferences and a look at Australia's progress



SYDNEY - Paramount world-wide sales manager George Weltner with the Australian sales force at the company dinner in the Carlton-Rex Hotel on February 2nd. L to R: Alan Wardrope, publicity and advertising manager; Charles Hale, NSW branch manager; Kal Bagnall, NSW salesman; George M. Nacard, general sales manager; Tom Bowden, internal auditor; Bert Kelly, Victorian branch manager; John Winterton, NSW salesman; Denis Kiley, SA branch manager; Jim Flannery, Sydney salesman; James A. Sixsmith, secretary-treasurer; Mr. Weltner; Jim Train, Q'land salesman; Robert L.Graham, managing director; Wesley Loney, Vic. salesman; Roy Chesterman, Q'land salesman; Gordon Brookes, Q'land branch manager; Jack Edwards, WA branch manager.



SYDNEY - Welcoming group at Kingsford Smith Airport. L to R: Tom Bowden, Robert L. Graham, George Weltner, James A. Sixsmith, Mel G. Lawton,general manager, Prince Edward Theatre; George M. Nacard, Alan Wardrope.



SINCERE SENTIMENTS OF AUSTRALIA'S SECRETARY-TREASURER

****

Warmly expressing the heart of the Australian meeting is this cable received by Mr. Perkins from James A. Sixsmith, Secretary-Treasurer of the Australian organisation:

HAVE BEEN PRIVILEGED TO ATTEND PARAMOUNT'S GREATEST AUSTRALIAN CONVENTION. OVER ALL MY YEARS OF SERVICE HAVE NEVER BEFORE OBSERVED IN ALL OTHER DELEGATES AND MYSELF SUCH GENUINE ENTHUSIASM AS FOLLOWED GEORGE WELTNER'S OUTLINE OF FORTHCOMING PRODUCT, AN ENTHUSIASM THAT WAS FULLY MAINTAINED THROUGHOUT ENTIRE CONVENTION.

LEFT

Interesting shot as Mr. Weltner prepares to pass judgment on an Australian wine. With him are James A. Sixsmith, Jack Edwards and Bert Kelly.

The spirit and tempo of the Australian sales meeting can well be summed up in the following cable received by Paramount International president, James E. Perkins, from Robert L. Graham,

WE HAVE JUST CONCLUDED A VERY PRODUCTIVE AND WONDERFUL SALES MEETING BASED UPON THE MARVELOUS AND INSPIRING MESSAGE BY GEORGE WELTNER. ENTIRE ORGANISATION JOINS ME IN SENDING CONGRATULATIONS TO THE STUDIO AND TO YOU OUR ASSURANCE OF OUTSTANDING RESULTS FROM THESE GREAT PICTURES. REGARDS AND BEST WISHES FROM US ALL SINCERELY.



Section of the Australian sales meeting under way at Sydney head office. Reading from left: Mr. Weltner, Mr. Graham, Mr. Sixsmith, Mr. Nacard, and four men from the field - Messrs Bowden, Hale, Brookes and Edwards.



HOLLYWOOD - Mr. Yuan Kao, Paramount manager in Vietnam, with headquarters in Saigon, meets with Laurence Harvey, co-star of Hal Wallis' production, "Summer and Smoke," on the set of the picture. With them are Mrs. Kao, at right, and their daughter.



SINGAPORE - In the Hollywood Room of the Odeon Theatre, Cathay Organisation representatives from the Borneo Circuit, the North Malaya Circuit, the Central Malaya Circuit, and the Singapore/Johore Circuit have gathered for a 5-day major conference. Present above are department heads, area supervisors and selected managers from all four areas. Picture, taken at the commencement of proceedings on January 17th, shows Lim Keng Hor, administration executive of the Cathay Organisation, addressing meeting.



ONE CENT A VOLUME - READING FREE

This is an actual scene from the exciting Paramount 2-reel short feature, "Lifeline to Hongkong." Picture was filmed in Hongkong last month and recounts the true-life story of Lan Tak Sum, an ambitious Hongkong boy who was rescued from abject poverty by Foster Parents in America and given his heart's desire - a chance to go to school. Above is a scene from the picture (which is in Technicolor). It shows a street 'comic book lending library.' Loan of a book is one Hongkong cent, which includes the services of the professional reader in the centre.

It is expected that "Lifeline To Hongkong" will be released at the same time as Marlon Brando's "One-Eyed Jacks."

發行會議預示一九六一年之成就

上個月我們刊載了四頁的紐約發行會議，畢克門（Jerome Pickman）新任派拉蒙美國國內和加拿大的發行部總經理。在該會議結束的時候，魏德納（Weltner）先生說：「我所出席的最好發行會議就是這次畢克門所主持他的第一次發行會議。」以同樣的精神，此會議亦移到芝加哥召開，在那裏，美國西部區域的代表都集合在一起。這個會議也有同樣的熱烈，我們在本期中特地以數頁的篇幅，圖文並重的報導這件大事。這兩處會議所顯出的每一件事將使日後派拉蒙出品及發行上得到極大的熱烈愛戴和成功。

兩個會議不但巴拉朋（Balaban）先生都出席，而且傑克·卡普（Jack Karp）先生亦携同派拉蒙正在開拍的和最要攝製的新片報告從好萊塢趕來參加。這個報告已印成小冊，將分發於全世界各分公司，所以無疑的，爲了便利起見，它將被譯成各種文字。我們對此報告的資料，將不斷的在本刊上登載，使你們和我們同樣相信派拉蒙數十年來的繼續出品是與時代並進。在那兩發行會議上會欣賞過兩部新片，他們是 ONE-EYED JACKS（我們封面圖片）和 ALL IN A NIGHT'S WORK，兩部都得到熱烈和最大的讚揚。

當本期付印時，魏德納先生將在澳洲與紐西蘭巡視，這是他十一年中第一次在那區域作業務旅行。他將帶着在紐約和芝加哥兩會議上所得的印象同行，把好消息同樣的報告給澳洲與紐西蘭的派拉蒙同人及電影界，讓他們知道派拉蒙的新計劃對娛樂界不斷有極大的貢獻。

謝利·路易 Jerry Lewis 新片 THE LADY'S MAN 將近拍竣，允爲一部傑出之滑稽片。其中有一堂佈景甚大，上期已刊過照片，此景搭在派拉蒙第十五攝影棚，現決定不予拆除，讓它保留。因爲它是好萊塢最偉大佈景的建築之一，已吸引全世界各地的遊客到那兒參觀。當你看到這部新片時，你會很快就注意到這堂佈景，這種新式的房屋使全片產生新式的節奏，亦就是產生一種新節奏的娛樂。

在以後數月的本刊，將儘量報導關於馬龍·白蘭度 Marlon Brando 超級巨片 ONE-EYED JACKS 的一切。這部巨片攝製甚久，時間久長並不重要，因爲它的特出將使你對「攝製甚久」的巨片將永誌不忘。白蘭度的多才多藝已保持很高紀錄，但他過去的表演若與他在這部新片中所創造的角色（他自己導演的）相比，將相形遜色。它是一部偉大的影片，全世界派拉蒙同人當以全力推進此片。

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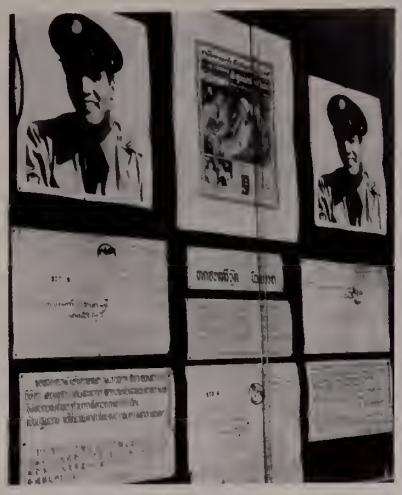
"G.I.BLUES" HAS GLORIOUS BANGKOK ROYAL PREMIERE



BANGKOK, Thailand - In advance of the magnificent royal premiere of "G. I. Blues" as the inaugural attraction of the stunning new Paramount Theatre here, the Bangkok television station carried a telecast of important events relating to the premiere. Some of these are shown above, as photographed right off his television screen by manager Chana Chaikijkarana.

Reading down: Their Majesties the King and Queen of Thailand with Paramount vice-president Y. Frank Freeman when they visited the studio last year; Their Majesties on the set of "G.I.Blues" with Elvis Presley; long and close shots of the new Paramount Theatre; and, at bottom, shot of a Paramount poster for "G. I. Blues" displayed in the city.

All of which was wonderful showmanship for a picture that proceeded to smash records.



Prominently displayed in the lobby of Bangkok's Paramount Theatre were enlargements of cables of congratulation received from Elvis Presley, Hal B. Wallis and James E. Perkins, president of Paramount International Films.



Paramount manager Chana Chaikijkarana (left) with Police Major Torsakdi Yomanak, assistant to Bangkok's Chief of Metropolitan Police, and (right) Mr. Kuang Aphaiwong, ex-premier of Thailand, awaiting the arrival of the Princess Regent.

It was inevitable that the Royal Command Performance of "G. I. Blues" at the Paramount Theatre's inaugural should produce a mountain of wonderful press, radio and TV publicity for Paramount and for the Hal Wallis film.... but the resultant crop exceeded even the fondest expectations of Manager Chana Chaikijkarana.



Royal box in the palatial new Paramount Theatre, and a section of the distinguished audience which greeted the successful and highly popular Hal Wallis production.



Day and night views of one of the world's finest new cinemas. This theatre is neither Paramount owned nor managed; but its progressive management has so high a regard for the Paramount name and personnel that it not only has adopted the Paramount name for the house, but has surmounted the name with a massive neon Paramount trade-mark.

BELOW

Arrival of Her Royal Highness the Princess Regent at the Paramount Theatre for the glittering premiere of the Hal Wallis production, "G. I. Blues."



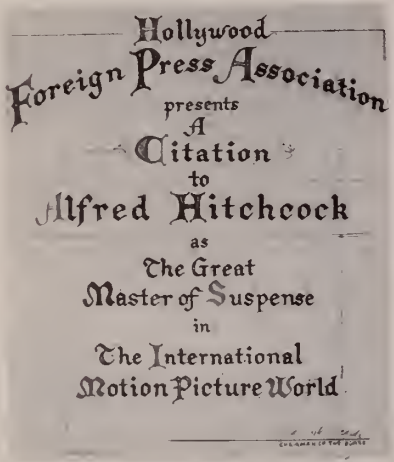
HOLLYWOOD NEWS SHOTS





Audrey Hepburn and her husband, Mel Ferrer, glimpsed with Paramounteers Adolph Zukor and Jack Karp at the Friar's Testimonial Dinner for Gary Cooper. This was Miss Hepburn's first public appearance since completing work in her Paramount comedy romance, "Breakfast At Tiffany's."

Alfred Hitchcock is the recipient of a citation from the Hollywood Foreign Press Association naming him as "The Great Master of Suspense in the International Motion Picture World." Presentation took place at a luncheon in Paramount's studio commissary, and was made by Frederick Porges, chairman of the board of the Association. Shown above, from L to R: Janet Leigh, co-star of "Psycho"; Mr.Porges; Mr. Hitchcock; Hilda Ulloa, vice-president of the Association; Anthony Perkins, co-star of "Psycho".



Citation presented to Alfred Hitchcock by the Hollywood Foreign Press Association naming him as "The Great Master of Suspense in the International Motion Picture World."



Mr. and Mrs. Pilade Levi on the set of Jerry Lewis' rollicking production, "The Ladies' Man." It will be noted that Jerry is not paying very much attention to Paramount's general manager in Italy.



Pilade Levi, Paramount's general manager in Italy, was a December visitor to the Paramount studio. He is shown with Rita Moreno, co-star in the Hal Wallis production, "Summer and Smoke." Producer Wallis is at right, and at left is his partner in Wallis-Hazen Productions, Joseph H. Hazen.



Following the premiere of "The World of Suzie Wong" at the Chinese Theatre, a supper party was held in the famous Cocoanut Grove of Los Angeles' celebrated Ambassador Hotel. Here vice-president Jack H. Karp and Mrs. Karp have as their guests Dr. and Mrs. W.H.Kwan, father and mother of the film's co-star, Nancy Kwan.



RIGHT

Jerry Lewis has travelled so far as a star largely because he is always so eager and ready to learn. And here on the set of his own production, "The Ladies' Man," he is learning something new about creating popular entertainment from the man who has brought more players to stardom than any other person in today's world - Adolph Zukor. (Even the studio policeman seems eager to learn also).



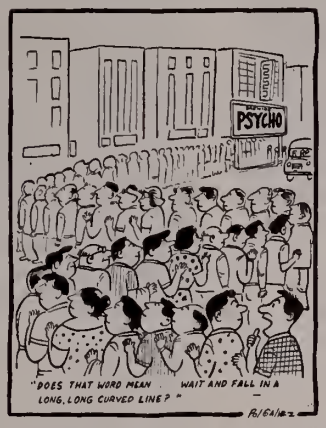
Juliet Prowse, largely on account of her success opposite Elvis Presley in "G. I. Blues," has been signed by Hal Wallis to co-star with Elvis in the upcoming "Blue Hawaii," Technicolor comedy-with-music to be filmed in Hawaii starting next month

SIDELIGHTS ON "PSYCHO," THE SOCKO SUCCESS

The unparalleled success of "Psycho" has indeed become a challenge - a challenge to report the facts and to at the same time encompass the world-wide scope of the film's great triumph. We present on this page merely a sprinkling of some of the more unique examples of the hit made by Alfred Hitchcock's supremely satisfying shocker.

MANILA BULLETIN, THURS., FEB. 2, 1961

WHAT D'YOU KNOW



Concerning this cartoon from the Manila Bulletin, Manager A. S. Velasquez wrote: "We are having a most successful run of 'Psycho' at the Galaxy, and this cartoon really reflects the line at every screening."

(The original cartoon has gone to Mr. Hitchcock for his extensive collection of wit and comment inspired by this very successful shocker).



BRISBANE, Australia - The world-wide "Psycho" policy of 'no admission after the film has started' received further implementation at the Wintergarden Theatre engagement here. A police dog was added to the staff of the security guards.



RIGHT

SINGAPORE - Fans by the hundreds massed outside the Cathay Cinema, and responsible for the cable quoted below. Note the admonition spread clear across the 100-ft. marquee about "No one..BUT NO ONE...will be admitted, etc." It's the rule now, clear around the world.

BELOW

TURIN - Overpowering display for "Psycho" at the famous Lux Cinema here. Foyer was cleared of patrons in order that the photo might show the new special barriers erected to control the crowds attracted by the Hitchcock thrill-film.



HHH
HHHHHHH
HHH

Cable from Singapore over signature of Loke Wan Tho, head of the Cathay Organisation, to James E. Perkins, president of Paramount International Films, said ---"Delighted inform you 'Psycho' nett for first week beat 'Ten Commandments' and established new record for non-holiday dates in entire 21-year history of Cathay Cinema."

Mr. George Weltner, in the absence abroad of Mr. Perkins, replied by cable to Mr. Loke, saying: EXCITED DELIGHTED 'PSYCHO' BUSINESS CATHAY. REGARDS.



BASLE, Switzerland - Last month we had only a flash about the "Psycho" triumph at the Cinema Alhambra. Now we have a picture, complete with details relayed by Starfilm's Jules Gendre in Zurich.

The Alhambra is so located on Basle's main street that the photographer could not encompass the full crowd trying to enter the cinema. But he did catch that wonderful sign and its massive one-word title. Here are some particulars about the sign: Back of the word "Psycho" are six neon tubes, all of different colors, timed to show in ascending rainbow effect. Each letter of Hitchcock's name is illuminated from the rear, and each letter has nails holding golden discs which flutter in the wind to provide a stunning effect.

However, the major effect is that of the queued fans, and the tintinnabulations of the coins and the bills at the Alhambra box-office, all of which produced the telegram to Mr. Gendre that ended with the words - BREAKING ALL PREVIOUS RECORDS.

THIS TRADE PAPER DOUBLE-SPREAD FROM SYDNEY CARRIES WIRES INDICATING A RECORD-SHATTERING SUCCESS FOR "P S Y C H O" FROM EACH OF THE AUSTRALIAN STATES.





GENEVA, Switzerland - Director Richard Winik and and cameraman Peter Gasbarani photographing a bowling sequence here for a 'Sports Illustrated' short tentatively titled "Tenpin Tour." Subject, in color, deals with the tremendous growth, internationally, of indoor bowling.



"Porpoise Posse"

Shown above is the animated title of one of the most spirited and completely entertaining short features Paramount has ever distributed. You -- and everyone else -- will just love "Porpoise Posse."

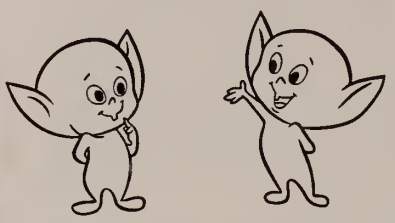
cue
JANUARY 21, 1961

movie department

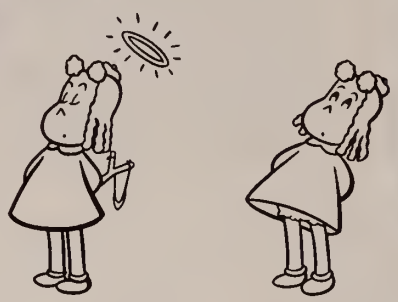
BOATS A-POPPIN'—(18m. Par. '60) Lively short. Water sports, stunts, clowns, in picturesque Cypress Gardens, Florida. In color. 46, 52, 54, 58, 59, 60, 65, 89, 102A, 110, 148, 154, 157

New York's lively Cue Magazine usually only reviews features

New Shorts Characters



Here are a couple of brand new Paramount cartoon characters to be seen in the next few weeks. This is "Goodie The Gremlin," and his first picture will carry that same title.....



...And here's Little Lulu, who will take off in laughter and gaiety in "Alvin's Solo Flight."



ENTERTAINMENT KEY-NOTE TO PARAMOUNT SHORT FEATURES



LONDON - Tony Reddin's super-showmen took full advantage of the recent 'Daily Express' Boat Show to tie Paramount's "Boats A' Poppin'" into one of the water ski displays. The stills from the Paramount super-short were seen by the many hundreds of thousands of boat-minded visitors to the show.

"Lifeline to Hongkong"



This was the world of Lau Tak Sam before he entered the world made possible by Foster Parents Plan..

This chapter-out-of-life is a heart-gripping account of what is happening to under-privileged children in many parts of the world. This true story happened in Hongkong and was filmed there by Paramount's Edgar Fay. It is the story of Lau Tak Sum, poor to a degree that we can scarcely imagine, whose sole desire was to go school. He stole, he begged, he worked and he plundered, but it was not until fate brought his case to the Foster Parents Plan that the sunshine of happiness shone upon him.

The picture is in 2-reels, and in Technicolor, and it pulses with the same drama of the Orient that made "The World of Suzie Wong" so truly great.

Lau Tak Sam was a thief out of sheer necessity before realizing his dream of going to a school.

TELEMETER GOES 'LIVE' ---- WITH MAGNIFICENT RESULTS

(right) Variety front-paged the Newhart appearance on Telemeter

Telemeter continues to make show business history, and to blaze an unmistakable trail into the near and even more glowing future. Consider the Bob Newhart story reported below, of which Alex Barris, Toronto Telegram critic said: "Pay TV never had a better argument," and which Frank Morris, amusement editor of the Toronto Globe & Mail, called an historic TV "first." 1961 is certainly going to see plenty of great Telemeter news made.



Cover of the Telemeter Guide for December 25-January 7, with special emphasis on Bob Newhart, the nation's newest and most exciting comedian. Paramount had "Five Branded Women" on the Telemeter circuit Jan. 5, 6, 7.

F.C.C. Okays Non-Public Tests by TELEMETER

WASHINGTON, December 8th - The Federal Communications Commission today granted an experimental license to International Telemeter Company for the purpose of conducting field tests on new subscription television equipment.

The tests are to be conducted over Channel 5, KTLA, Los Angeles between the hours of 1:30 a.m. and 8 a.m. when the station is not on the air, by the Paramount subsidiary. The license covers solely field tests and will not include any public participation, with the scrambled signals being picked up only by experimental receivers.

TORONTO DAILY STAR

TORONTO, CANADA, FRIDAY, JAN. 6, 1961



Bob Blackburn

Newhart Scores on Pay-TV 'First'

Bob Newhart, who may be the funniest accountant around, was a smart choice as the star of Trans Canada Telemeter's first venture into live entertainment production last night for the 5,000-odd homes subscribes to Telemeter.

It was because Bob Newhart's stock-in-trade is much en... the laboration of the labo... hung ... Funnie... the ye...

But ... reason ... being ... for ... recor... for ... all ...

from white-collar worker to comedy star, he suffers from a severely limited repertoire. Of the seven main routines he did, six were familiar and I'm not sure about the seventh.

...

there's a thunderstorm . . . I dunno. I guess he gets a charge out of it."

* * *

Well, with such nonsense as this, An Evening With Bob Newhart (as it was called with fine disregard for the usual divisions of time) went pretty fast. An hour wouldn't have ...ough to take at ...ple of ... like ... this ... utes ... ld be ...

THE TELEGRAM

TORONTO, CANADA, FRIDAY, JAN. 6, 1961

Newhart's Show Was Solid Comedy Hit

By ALEX BARRIS

Pay-TV never had a better argument than it did last night when an innocuous ... looking man named ... hart kept his audience doubled up with his hi... original comed... which ...

The Globe and Mail

TORONTO, CANADA, FRIDAY, JAN. 6, 1961

Newhart Gets All His Laughs Healthy Way

In a world in which a comedian must usually be sick, vulgar or both, it is a joy to come across Bob Newhart, who entertained on Telemeter last night.

Mr. Newhart is a funnyman who has merely to raise his little finger to make you laugh. At least that's the way he makes it seem.

He has never heard of the custard-pie school of humor. He has a slow, disarming style. He is a small, blond man with merry blue eyes and a shy smile.

He finds the universally understood element in an ordinary situation, and then proceeds to embbroider it with the delicate stuff of ridicule. He might be impersonating the timid and terrorized man who is giving a shockingly inept lady her second driving lesson (The first instructor is in hospital.)

Or he is, when he wants to be, the captain of a submarine addressing his crew before the ascent to the surface.

In short, Bob Newhart is a great comedian in an old but an often neglected tradition.

One of the finest things he did last night was an impression of a policeman who had donned a sports coat in a nonchalant manner, lit a cigaret, walked out on the ledge of a 17-story building, and tried psychology on a man about to jump.

The inner tension was there, and a kind of desperate humor. He could conjure up an image of an essentially tragic situation and make you shake with laughter without slipping into bad taste about the man, who eventually jumps.

There is not a single human situation that is not fair game for Bob Newhart. He had, as an assisting artist, Leon Bibb, a folk singer who does magic things with a mood.—F. M.

Comedian Bob Newhart, who introduced a new and exciting note to pay-as-you-see viewing, was an instantaneous hit with Toronto's Telemeter audiences. Reproduced above is but a sampling of the reviews of Toronto's chief newspaper critics on the Daily Star, Telegram, and Globe and Mail. Every review is a rave-view.

SOME RECENT PARAMOUNT PRODUCT screened on Telemeter in Toronto:

January 5,6,7, - "Five Branded Women" and "We're No Angels"; January 11,12 - "Chance Meeting"; January 13 to 19 - "G. I. Blues"; February 5,6,7,8 - "CinderFella"; February 16,17,18 - "The Greatest Show On Earth"; February 16,17,18 - See-It-From-the-Beginning "Psycho."

FILMS | VIDEO | TV FILMS | RADIO | MUSIC | STAGE

VARIETY

PRICE 35¢

Vol 221 No. 7 NEW YORK, WEDNESDAY, JANUARY 11, 1961 64 PAGES

TOLL NOVELTY: A LIVE COMIC

Columbia Back to Concert Quiet; One-Nite Legit Stands' Re-Casting

PARTLY-NEW GAGS BY BOB NEWHART

'Criminal Mind Never Formed By Exposure to Films'—Scientist

Cristianis' Co-op Ringling Deal

TV Webs' $30,000 Inaugural Stake

Diskery Payola Made FTC Work Overtime in '60

ITALO DISK CO. DEMANDS METRO'S 'BELLS' SEIZURE

Situation Hazy; Cuba Shows Yank Films; Not Payin...

Decca (Universal Parent) Up 118%

Only Four Non-Entertainment Stocks Exceeded Rise of Amusement Issue During 1960

A lively mailing piece sent to all Telemeter subscribers in Toronto is headed: "Did you know? Your Family's Entertainment Stretches Much Further With Telemeter. Here's How!"

Telemeter Forges Ahead in the US.

International Telemeter Company, a division of Paramount Pictures Corporation, announced January 24th that it was now "prepared to move ahead" in developing wired pay television in selected representative communities in the United States. As a first move, Telemeter announced the signing of an agreement with Midwest Video Corporation, which operates a number of community television systems in the Middle West and South West, for Telemeter rights for Little Rock, Ark.

Simultaneously, Midwest Video Corporation announced the filing of a proceeding with the Arkansas Public Service Commission to obtain certain services from Southwestern Bell Telephone Company. Mr. Louis A. Novins, President of Telemeter, stated that this was "the first of a series of actions that will be undertaken at the local level to clear the road for closed circuit pay TV in the United States."

The president of Midwest Video, Mr. C. Hamilton Moses, concluded his statement on the arrangement with the following significant pronouncement:

"The Telemeter people are now in Canada and the United Kingdom. As American business men, we intend to participate in the future of this American invention in our home territory in the United States."

相つぐ営業会議が予告する素晴しい一九六一年の成功

本誌前月号では四頁に亘つてニューヨークで行われた営業会議の模様をお知らせしたが、この会議はジェローム・ピックマン氏の全米及びカナダ地区パラマウントの営業総支配人就任後初めて行われた会議であつた。この会議の終りにあたつてジョージ・ウェルトナー氏は、ピックマン氏によつて行われた最初の営業会議は私がこれまでに出席した営業会議のうち最も素晴しいものであつたと述べたが、このような雰囲気のうちに続いてパ社営業会議はシカゴに席を移して行われ、アメリカ西部の各地から多数の代表がこの会議に参加した。ニューヨークでの会議と同様、熱心な討議が続けられたこのシカゴでの会議の模様は本号に写真入りで詳細に報告することになつた。これ等両会議は何れもパ社の製作及び配給活動の今後に非常な明るさと繁栄を予告するものである。

活発なパ社の製作活動

パラバン社長と共にこれ等両営業会議に出席したジャック・カーブ撮影所長はハリウッドから現在製作中の作品及び製作予定作品についての素晴しい報告を披露したが、この報告は一冊のリポートとしてまとめ全世界のパラマウント支社に送られることになつて居るので全訳の上御利用を願い度い。尚本誌では更にこのリポートにふえんして次々に新しい製作ニュースを掲載してパ社史上曾つてない輝しく且つ頼もしい製作活動の状況をお知らせするつもりである。今回の両営業会議の席上「片目のジャック」（本号のカバー・ストーリー）と「すべて一夜の仕事」の試写が行われたが、何れも非常な好評を浴びた。

ウェルトナー氏濠洲、新蘭訪問

本号が印刷にかかる頃ウェルトナー氏は濠洲及び新蘭を訪問の予定で、この地域への旅行はウェルトナー氏としては十一年振りのことである。今度の旅行ではニューヨーク及びシカゴの両営業会議で得たパ社の明るい前途及び芸能界の休みない進歩発展に対してパ社が進めている感銘深い計画の数々についてパ社同人及び業界一般に対して報告を行うことになつている。

完成近づく「ザ・レーディーズ・マン」

ジェリー・ルイスの最新作「ザ・レーディーズ・マン」が完成に近づいているが、この作品はこの喜劇俳優の数ある作品の中でも最も優れた作品の一つに数えられる出来栄えである。この映画のために造られた巨大なセットについては先月号で紹介したが、このセットは第十五ステージに今尚そのまま保存され、ハリウッド史上最大のセットの一つとして世界各地からハリウッドを訪れる訪問客の話題になつている。「ザレーディーズ・マン」を見られる諸賢は直ちに、このようなセット建築が製作に新しいテンポを生み出し、更に又それが娯楽の世界に新しいテンポを生み出したことに気づかれたことゝ思う。

「片目のジャック」に最大の努力を

あと数ケ月で世界の映画界はマーロン・ブランドーの超大作「片目のジャック」の偉大さを知ることになろう。この映画は完成までに長い期間が費された、然しその期間もこの稀にみる大作が作り出すいつまでも消えることがない思い出に比較すれば何でもないことである。ブランドーの万能振りは記録に残るものであるが、これまでの彼の演技の記録は「片目のジャック」のために彼が作り出した仇討ちの役柄（監督もブランドー自身）に比べると影の薄いものに見えるであろう。素晴しい映画である。この作品に対して全世界のパ社同人のすべてが最大の努力を傾けることが要請されるのである。



TOKYO - Enthusiastic and representative reception for the principals of the production company making the Steve Parker production, "My Geisha," for Paramount release. Reception was held by the Seibu Enterprises and Steve Parker Productions at the Geihin-kan on January 11th.

From L to R: Miss Kyoko Kagawa, actress; Yves Montand; Shirley MacLaine; Taiho, Sumo wrestler; an unidentified gentleman; Ryo Ikebe, film star; Edward G. Robinson; Miss Haruko Wanibuchi, Shochiku star, and her younger sister. In front: Robert Cummings; Jack Cardiff, director; Steve Parker, producer.



This was the lens-studded scene that the film stars faced. It just goes to show that there are still some cameras left in Japan. Among the film stars in the foreground are Yves Montand, Edward G. Robinson and Robert Cummings.



TOKYO - At the reception for members of the "My Geisha" company, Shirley MacLaine met Mrs. Shimazu (the Princess Taka). In the centre is Mrs. Shimazu (the mother-in-law).

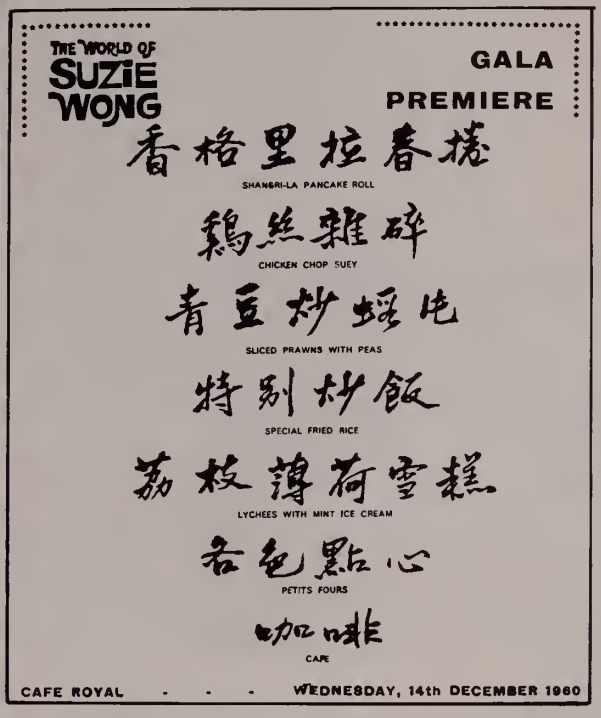
BRITISH EXHIBITORS VERY HAPPY WITH "SUZIE", ELVIS AND SOPHIA THESE DAYS.



LONDON - Exterior of the celebrated Plaza Theatre with special canopy erected for the distinguished guests arriving for the premiere of "The World of Suzie Wong."



Mr. John Davis, managing director of the Rank Organisation (at left), with Mr. Fred E. Hutchinson, Paramount managing director, at the Plaza Theatre premiere of "Suzie Wong."



LONDON - Printed on specially made Chinese paper, this was the menu of the colorful 'Suzie Wong' dinner held at the Cafe Royal in advance of the premiere of "The World of Suzie Wong" at the Plaza Theatre.



The glamourous Chinese program girls who played so conspicuous a part in the successful premiere of "The World of Suzie Wong" at the Plaza Theatre on December 14th.



LONDON - Spectacular society dance at the Cafe Royal which followed the premiere of "The World of Suzie Wong" at the Plaza Theatre.



At the Cafe Royal function (above), Lady Westmoreland dances with Ray Stark, producer of "The World of Suzie Wong."

Quoting from
The Daily Cinema
London, Feb. 1, 1961

ELVIS STAGGERS
THE BOX OFFICE

Elvis Presley is not only top of the hit parade with his gramophone recordings, he is also tops at the cinema box-office, states Paramount's managing director Fred Hutchinson, who reports that results of provincial bookings all over England on the Technicolor "G.I. Blues" so far are "just staggering".....his popularity is greater than ever. The sensational business which the Paramount release has established is not due solely to the star's tremendous appeal to teenagers, but also to his increasing appeal to all age groups.



RIGHT

MANCHESTER * Sunday night crowd lined up at the Odeon to enjoy "It Started in Naples." (By the way, Miss Loren is the top female star in England these days, as you will find reported officially on another page).

In Houston, Texas, as "The World of Suzie Wong" entered its sixth week at the Majestic Theatre, the celebrated cinema mounted a huge bell outside the house. This was to signal the fact that the 100,oooth patron had just reached the box office.....and that this One Hundred Thousandth citizen would be handed a $100 bill along with his ticket.

Houstonians were fed the news via radio, TV and the local movie columns, and the stunt garnered a mountain of attention.



CHICAGO - Vice-president Sidney G. Deneau (at left) and Ed Chumley, national coordinator of the Sales-Merchandise Drive, flank Tom Duane, Detroit branch mansger, as the latter illustrates the fact that Parsmount Pictures, too, are merchandise that can be sold with top skill....



...and Henry Haustein, Seattle branch manager, is another who joined Messrs Deneau and Chumley to demonstrate the same fact at the Chicago Sales Meeting.

Don't forget now that Diana Dors is one of Jerry Lewis' leading ladies in "The Ladies' Man".....you won't be able to forget it afterwards.



BERNARD BRAGER (at left) is presently branch manager in Dallas. But his beginning with Paramount was in October, 1929, when there was a Paramount office in San Antonio. And the beginning was as ad sales clerk. Subsequently he was shipper and booker. When the San Antonio branch was closed he was transferred to Dallas where he later became booking manager, then a salesman. He was transferred to Oklahoma City in 1941 and to Salt Lake City in 1943. Some years later he left Paramount to join Republic, but is now back with Paramount, and very much welcomed.

Bernard has a lovely wife, Gladys, and two daughters - Nikki and Chris. One attends high school in Dallas, the other is a student at Texas Tech in Lubbock.

His hobby is golf, which he seldom gets to indulge in these days - what with Sales Merchandise drives, and the like.

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BLUEPRINT FOR SALES

BOSTON - When Bryan Foy, producer of the fine and exciting "Blueprint For Robbery" made a visit to the Paramount branch here on his nationwide tour, he found the true spirit of his picture manifest in the sales and booking force. Six Paramounteers had donned the disguises so important to the telling of the story of the film, and this gave the producer a real kick. Standing, L to R, are: Bill Hepburn, Gil Norton, Bud Lewis, Bryan Foy (producer), Dan Houlihan (branch manager), Bob Moore, George Mansour and Stan Farrington. Division manager John Moore is seated.

NEW ORLEANS This branch was happy to learn the details on the Paramount sales merchandise drive on Mr. Holliday's return from his meeting in New York. All the bookers are going through their records and contacting exhibitors to get every dollar they possibly can on bonus pictures and other undated product. Everyone is looking forward to winning as many points as possible.

We were all saddened by the departure of Ann Balencie, who resigned as cashier as she is "expecting." We were, on the other hand, happy to welcome one of our former employees, Mrs. Jacquelyn Drews, who was re-employed to replace Dave Richoux as booker, as Dave moved over to the cashier's position.

The welcome mat is also out for Frances Griffen, new booker's assistant.

The New Orleans branch has not released "The World Of Suzie Wong" as yet but we are looking forward to many successful Engagements based on the reports that have come from branches now playing this picture.

"G. I. Blues" and "Cinderfella" are both going very strong in the New Orleans area.

OBITUARY

MAISIE HAUSE

A wrenching loss was suffered by Paramount in Hollywood last month with the passing of Maisie Hause. As a top assistant to Charles F. West, head of the editorial and cutting department, Miss Hause had given the studio thirty-two years of priceless editorial service.

To quote Mr. West: "She was a wonderful person and highly efficient, and we are going to miss her personally and professionally. The funeral was January 7th, and floral tributes were sent by individuals from practically every studio in Hollywood as Maisie was extremely well known to everyone who ever worked at Paramount."

We salute the memory of Maisie Hause. Whilever we have a continuity of such memories of devoted service, our company is assured of posterity.

GEORGE BUDDEN

With deepest regret we report the death of George W. Budden, for many years secretary of the Plaza Theatre Company, London. He passed away on February 4th at his home at Iver, Bucks, following a heart attack.

Mr. Budden, who was 67 years of age, joined Famous Players-Lasky British Productions, Ltd., as secretary on its incorporation in June, 1919, at the studios in Islington, and later was appointed secretary of the Plaza Theatre Company, Ltd.

George Budden is survived by his wife and two sons. The funeral service was held on Feb. 10th at Iver Parish Church, followed by private cremation.

Our Paramount organisation has lost another dedicated servant.

Birthday greetings to 3 Paramounteers who celebrated their birthday on the same day - January 10 - salesman Ed Shinn, booker Irma Rogers and booker Clayton Casbergue. "Happy Birthday" also to Mr. Owen who celebrated his birthday January 10.

-Clyde Daigle

PARAMOUNT U.S. EVENTS





HONOLULU - En route to Tokyo for the production of "My Geisha," Edward G. Robinson and his wife stand between Harry Leong, Kawai exhibitor, and his wife. At right is Willie Duarte of the Kawai Chamber of Commerce.



NEW YORK - Here on just one stop in his nation-wide tour of information relating to his "Blueprint For Robbery," Bryan Foy met the Manhattan industry press in the Paramount board room and left no doubt in any mind as to the punchy entertainment quality of "Blueprint" - and the same sort of entertainment he is going to pack into his next Paramount production, tentatively called "Prison Story."

DALLAS, Texas - The Variety Club's Film Row surprise luncheon for Tom Bridge, division manager, brought out all of the local Paramounteers ...everybody apparently being in on the surprise except Tom himself.

Seated, from left, are - Mrs. Bridge, Tom Bridge, Mrs. Brager, Bernard Brager, branch manager.

Standing, first row, from left: Ralph Fry, Mrs. Ralph Fry, Robert Pengilly, Mrs. Florence Lowry, Fred Taylor, Mrs. Fred (Jenny Lou) Taylor, Mrs. Willie Simmons, Mrs. Wayland Lillard, Phil Isley (Chief Barker, Variety Club), Mrs. J. L. Williams, Mrs. Azalee MacNeil, J. L. Williams, Mrs. Ossie Hendryx, Mrs. Marvel Lee Sullivan, Sam Sullivan, Paul Chapman, Mrs. Chas. Townsend.

Second row: Paul Webb Chapman, Mrs. Gerald Haile, Wayland Lillard, Mr. MacNeil, Mr. Hendryx, Mrs. Paul Chapman, Charles Townsend.



(Chicago)

Another demonstration of the affinity existing between popular merchandise and top product from Paramount's studio was given by Sidney G. Deneau, Los Angeles branch manager Arnold Shartin and Ed Chumley.

"Deadlock" has been selected by Edmond O'Brien as the new title for his Tiger Productions' first film for Paramount release. The property was originally known as "The Soft Touch."

A wonderful piece of Paramount public relations work has been done by the Paramount Pictures bowling team via the instrumentality of a virtually incredible score by pert and petite Marilyn Bettinger, of the Home Office staff.

Marilyn's score of 277 not only was noted by the New York Journal-American (above), but by all of the other top New York newspapers.

Particularly to be noted is the attention given Paramount's productions (by title) and our stars. Such mentions on the sports page of any great city newspaper are indeed precedental.

New York Journal-American
**** Fri., Feb. 3, 1961-31

277 Game Big Hit of Movie Pin League

By Jerry Levine

Along with a few other girls, Marilyn Bettinger sits in an office building and for eight hours each day keeps tabs on the Ten Commandments. It's not that Marilyn is employed by the Bible Society. It's just that the office building is the Paramount Bldg. in New York and the Ten Commandments is the movie.

Her job is to check on how the DeMille spectacular is grossing and where it's playing and where it's going. It may sound like drudgery, but to Marilyn her position is an exciting one.

Once a week Marilyn and the girls and boys from the building go over to Phil's Rec. and that's where the Paramount Pictures stars really get in their eyes.

FAMOUS NAMES

Each of the ten squads is named after a movie star, such as Jerry Lewis, Fred Astaire, Debbie Reynolds ... and Nancy Kwan. And that brings us back to Marilyn. She's a member of the latter team, named for the star of the film "Hong Kong."

Earlier this week she got her chance at being a leading lady and she didn't fail the test.

The 28-year-old, 112-pound miss, who's been averaging 135 in the loop, knocked off a 277 game in the mixed competition. And that really touched off a host of records.

It was the highest game ever recorded by a gal in the 33-year-old league and the top effort ever at Phil's by a distaff bowler in the five years the place has been there. Fact is, there's never been a 300 there, either.

JUST MISSED

Also, she missed by just one pin getting the best score ever rolled in the Paramount Mixer, —a 278 by Bob Stanley in 1948 at Gossett's.

It's tough keeping track, but we suspect it's also the highest game rolled by a girl during the 1960-61 season.

Before and after that great 277, Marilyn bowled a bit more normally—for her—as she had a 123 and then a 128.

Now that she's cracked the high 200s, she, naturally, is looking forward to a 300. And she's also looking to the future when the "Ten Commandments" has run its course. Perhaps then she'll move on to something like "One-Eyed Jacks."

For the record, Lilli Palmer is in first place in the standings and Nancy Kwan is in second.

Wonder how Marie Dressler would have fared.

AMFer Ed Lubanski will put his talents on display Sunday from three to 10 p. m. in a series of exhibition matches at the 34th Avenue Bowl in Jackson Heights. Maybe Ed'll tell us how to roll two straight 300 games.



DALLAS, Texas - Division Manager Tom Bridge (at left) got a true surprise when the Paramount Christmas party being held at the Variety Club turned out to be a surprise party with all of Film Row joining with Variety Club Chief Barker, Phil Isley, to extend good wishes to Tom. At an appropriate moment during the party, Mr. Isley presented to Tom a plaque inscribed:

"A special tribute to T.W. (Tom) Bridge, for his astute counsel in promoting the motion picture industry and for his signal assistance in furthering the activity and welfare of the Variety Club of Dallas. Presented this 17th day of December, 1960.

s/ P. R. Isley
Chief Barker, Tent #17

Although he was too late for the era of the Keystone Cops, Jerry Lewis is saluting thatv golden age of screen comedy by establishing his own Comedy Museum on Stage 15 of Paramount Studio in Hollywood. This is the stage on which Lewis has assembled his mighty 29-room set in connection with "The Ladies' Man."

After this 'museum' has served its purpose on this set, Lewis intends to present its contents to the projected Hollywood Film Museum when it opens.



HOLLYWOOD - Nancy Kwan was escorted to the Chinese Theatre premiere of "The World of Suzie Wong" by the noted television star Hugh O'Brian (Wyatt Earp).

She arrived by rickshaw, as did all of the stars attending the premiere. The Hongkong built vehicles were pulled by University of California-Los Angeles students of Oriental descent, attired in authentic coolie costumes.

Real generosity toward the future consists in giving all to what is present.
-Albert Camus



ELSA MARTINELLI gives a shining performance along with Annette Vadim and Mel Ferrer in the vividly unusual Paramount release, "Blood and Roses."

When a man is really important, the worst adviser he can have is a flatterer.
-Gerald W. Johnson

SALES MEETINGS VOORSPELLEN EEN SCHITTEREND SUCCES VOOR 1961

* * * * * * * * * * * * *

Vorige maand publiceerden wij een verslag van vier pagina's over de New Yorkse sales meeting, waarbij Jerome Pickman geinstalleerd werd als general sales manager van de Paramount organisatie voor de Ver.Staten en Canada. In zijn sluitingswoord van deze bijeenkomst zei Mr.George Weltner: "De beste sales meeting, die ik ooit bijgewoond heb, was de eerste sales meeting geleid door Jerome Pickman." In die zelfde geest werd er ook een bijeenkomst belegd in Chicago, waar de afgevaardigden van de Westelijke delen van de Ver.Staten tezamen gekomen waren. Deze meeting getuigde eveneens van enthousiasme en wij hebben in dit nummer een aantal pagina's gewijd aan een verslag met foto's over deze gebeurtenis. Beide bijeenkomsten ademden een geest van groot vertrouwen in de toekomst van Paramount productie en distributie.

Beide meetings werden niet alleen bijgewoond door Mr.Balaban, doch ook door Mr.Jack Karp, die uit Hollywood een schitterend verslag meebracht over lopende en komende producties. Dit verslag is in brochure-vorm gedrukt en zal naar alle kantoren over de gehele wereld gezonden worden, die het ongetwijfeld in zijn geheel zullen vertalen voor intern gebruik. Ter aanvulling van dit rapport plaatsen wij in Paramount World regelmatig illustraties om U compleet op de hoogte te houden van, naar onze mening, de meest uitgebreide en bemoedigende continuiteit van produceren, die Paramount in de laatste tientallen jaren gehad heeft. Tijdens beide meetings werden twee films vertoond. Het waren "One-Eyed Jacks" (onze "cover story") en "All in a Night's Work". Beide verwierven de grootst mogelijke loftuitingen en enthousiasme.

Omstreeks de tijd, dat dit nummer op de pers ligt, zal Mr.Weltner een bezoek brengen aan Australië en Nieuw Zeeland, hetgeen zijn eerste zakenbezoek aan dit deel van de wereld sinds 11 jaar is. Hij zal de nog kersverse indrukken. opgedaan tijdens de meetings in New York en Chicago, met zich meenemen, en zal ook aan de Paramounteers in Australië en Nieuw Zeeland en tevens aan de industrie in het algemeen. Paramount's indrukwekkende plannen ontvouwen met betrekking tot de voortdurende vooruitgang in de amusementswereld.



In the course of "On the Double," Danny Kaye gets involved in a Scottish Sword Dance that begins alright but ends in a riot. It's but one of a host of hilarious events in a comedy that's truly laugh-loaded.



HOLLYWOOD - Henk van der Meyden, show editor of De Telegraaf of Amsterdam, learning more about "Psycho" from the always ebullient Alfred Hitchcock.

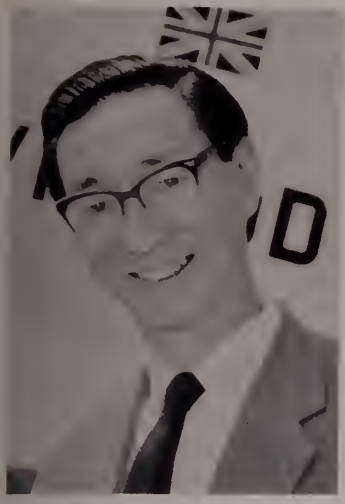
Jerry Lewis' nieuwste film "The Ladies' Man" is bijna voltooid, en belooft een van de beste komedies van deze grote komiek te worden. De grote studio-set, die voor deze film was opgebouwd, en waarvan wij vorige maand een foto brachten, blijft echter op Stage 15 staan. Het is een van de grootste constructies, die Hollywood ooit gezien heeft, en bezoekers uit de gehele wereld zijn er reeds naar komen kijken. Als U "The Ladies' Man" ziet, zult U direct ontdekken, dat dit type setbouw een nieuw productietempo mogelijk maakt, wat weer een nieuw tempo van entertainment tot gevolg heeft.

In de loop van de komende maanden zal de gehele filmwereld zich bewust gaan worden van de belangrijkheid van het Marlon Brando super-drama "One-Eyed Jacks". Het heeft lang geduurd voor deze film klaar was, doch dit tijdsbestek zal onbelangrijk zijn in verhouding tot de lange, lange herinneringen, welke deze zeer uitzonderlijke film voorbestemd is te creëren. De veelzijdigheid van Brando is reeds alombekend, doch al zijn vorige vertolkingen zijn bleke afgietsels vergeleken bij deze wraak-zoekende rol, welke hij gecreëerd heeft (onder zijn persoonlijke regie) voor "One-Eyed Jacks". Het is een magnifieke film; waardig om door elke Paramounteer over de gehele wereld grandioos uitgebracht te worden.



LONDON - Nancy Kwan, co-star, and Jacqui Chan, featured player, attending the premiere of "The World of Suzie Wong" at the Plaza Theatre here. They attracted a lot of attention.

INTERNATIONAL PERSONALITIES IN PARAMOUNT CINEMA EVENTS



SINGAPORE - Mr. Loke Wan Tho, chairman of the Cathay Organisation, has been awarded the honour of Dato of Malaya. The award was made by The Yangdi-Pertuan Agong (His Majesty the King of Malaya) on the occasion of His Majesty's installation on January 4th in Kuala Lumpur. Among a total of 158 honours, only nine Datoships were awarded. Mr. Loke also was created a Dato of Kelantan in December.



CAGLIARI, Sardinia -- Dr. Giuseppe Pisano, Paramount branch manager here, has been appointed by the Government director of tourism for Sardinia. (See more details on Page 25).

HOLLYWOOD - Kira Appel, French correspondent, interviews Geraldine Page on the set of the Hal Wallis production, "Summer and Smoke."





LONDON - Paramount managing director F. E. Hutchinson (at right) welcomes Mr. and Mrs. Hugh Perceval to the premiere of "The World of Suzie Wong" at the Plaza Theatre. Mr.Perceval was production manager on the picture; Mrs. Perceval was at one time head of Paramount's censorship department in London.



HOLLYWOOD - Audrey Hepburn on the "Breakfast At Tiffany's" set entertains a couple of important Brazilian visitors. They are - Mrs. Decio de Moura, wife of the Brazilian Ambassador to Japan; and Raoul de Smandek, Brazilian Consul in Los Angeles.



LONDON - Here for the premiere of "The World of Suzie Wong" at the Plaza Theatre, co-star Nancy Kwan also was central figat an important press luncheon. She is shown here with Father John Burke, distinguished critic and ecclesiastical personality, and Wilfred Thomas, the noted BBC producer.



ATLANTA, Georgia - Nancy Kwan is interviewed by Phil Davis of television station WSB-TV in the course of her nationwide tour for "The World of Suzie Wong."



HOLLYWOOD - Top journalists from all over the globe are Alfred Hitchcock's visitors these days. Here he is shown with Dorothy Jenner, nationally renowned Australian columnist and radio-tv commentator.



WASHINGTON, D.C. - Nancy Kwan appears to enjoy being interviewed over WWDC by Steve Allison. Talk was one of scores that Miss Kwan gave during her national tour on behalf of "The World of Suzie Wong."





HOLLYWOOD - Audrey Hepburn is shown on the set of "Breakfast At Tiffany's" between eminent Karachi (Pakistan) exhibitor Humayun Baigmohamed and his charming wife. At left is Blake Edwards, director of the production. Mr. Baigmohamed and his wife are on a world tour observing all phases of the motion picture industry.



HOLLYWOOD - At the Paramount studio commissary reception at which the Hollywood Foreign Press Association presented to Alfred Hitchcock a citation as "The Great Master of Suspense in the International Motion Picture World," the director and his co-star of "Psycho" appear to be having a little session of awarding of their own. "Hitch" appears to be giving Janet Leigh quite a spot of credit for the success of "Psycho" - and Janet appears to be quite modest about the whole thing.



LONDON - Paramounteers with Nancy Kwan in the foyer of the Plaza Theatre prior to the premiere of "The World of Suzie Wong." From left: Mrs. Russell Hadley, Mrs. Grimes, Mr. David Grimes, Mr. Russell Hadley and Miss Kwan.

LONDON - Mrs. Howard Harrison, Mr. Mike Harrison and Mr. and Mrs. Fred Hutchinson at the Plaza Theatre premiere of "The World of Suzie Wong."

HOME OFFICE NEWS ---- BETWEEN SNOWFALLS.....



Besides the snow, Christmas is still with us a bit in spirit via the cute sketch at left. This came to Home Office along with a letter from Children of Bellevue, Inc., as a token of appreciation to the Paramount Bictur token of appreciation to the Paramount Pictures Club for the wonderful batch of toys for the famous New York hospital collected by Club members under the direction of president Charles Hickey. Letter from the hospital also mentioned Howard Kreitsek, driver for Paramount, for his goodness in making the delivery of toys for 300 children.

New secretary to talent director Boris Kaplan is Leila Blumberg, a well-travelled young lady. Leila has seen much of Europe, but her favorite spot appears to be Rome.....Mrs. Ada Borges, secretary and assistant to Mrs. Winifred Newing in Legal Files, is understandably proud of her daughter, Cynthia, freshman at St. Catherine's Academy. Cynthia had an original poem printed in her school paper, Siena Echoes.

Linda Salzberger, of International's publicity staff, knows all of the facts about her Ti-Leaf plant. Out in Hula-hula land, our 50th state, the ti-leaves are removed from the Ti-log Tree, and are used in making grass-skirt costumes. But the plant that Linda has does not have the production capacity for making skirts on the 10th floor, so if you want one, you'd better schedule a vacation in Hawaii.

By the time these lines appear, Treasurer Milton Kirshenberg will have left International's popular floor and be installed in his new office on Floor Eight.

Newest of the 10th floor's visitors from overseas has been Julian Binstock, manager for Belgium. He didn't choose the best time of the year for a New York visit, but his smile has been of the sunniest just the same.

Our deepest condolences are extended to Armand Cardea, of Paramount International publicity, in the sad loss of his Father.

Nice to see Ed Fay back from his filming assignment. He flew West to the East, and then flew West to the West which he approached from the East.

- Lenore Sheindlin

HAPPINESS PRESENT FOR MARY



Last month we reported the happy event which transformed Mary Brady into Mrs. Frank Keegan. Omitted was a picture of the equally happy event in which her co-workers on the 10th floor gifted Mary. Here's a picture of the presentation group. Standing beside Mary is Mr. J. E. Perkins, president of Paramount International, who made the presentation.

L to R: J. E. Piper; Julia Enright; Eve Sakowski; Louis Fernandez; C. James Greenleaf; (partially hidden)Jessica Shea; Donald Nathan; (background)Tess Klausner; (hidden) Edythe Derr; Linda Salzberger; Lenore Sheindlin; (hidden) Lillian Hampton; (back view)Bob Gilfoyle; (front)Mary Brady; Marilyn Bettinger; (unknown, hidden); (back view)John Montllor; J. E. Perkins; Bill Saba; (back view, hidden)Max Fuchs; (front)Edith Talcott; Dick Walsh; Clarice Hausman; (back view)George Hoff; Leopold Weiner; (front)Rose Sarfaty; (front)Patti Powers;

PHIL'S RECREATION, Inc.
BOWLING AND BILLIARDS
1163-1165 6th AVENUE and 105 WEST 45th STREET

PLAYERS NAME	1	2	3	4	5	6	7	8	9	10	TOTAL	Average
1 RAYE	17	35	44	52	59	68	86	94	101	109		186
2 GINO	18	37	59	63	72	79	84	91	112			298
3 DICK	8	17	25	29	34	54	72	87	91	100		398
4 TED	9	17	29	37	61	80	89	98	107	124		522
5 JOHN	24	40	54	68	88	116	136	154	163	180		702
6 +1	3	6	14	9	10	17	21	30	38		61	
7 Taylor											99	160
8 Marilyn	30	60	90	120	150	179	199	219	249	277		437
9 Bettinger											104	541
10 Frank	8	15	24	4	48	56	74	82	90	107		648
11 Ralph	9	26	35	51	60	80	100	120	150	180		828
12												

ALLEY No. SHEET No. +77

Here, for posterity, is the scorecard on which is tabulated the virtually incredible score made by Marilyn Bettinger. (See story on Page 19). In connection with that story, the Journal American later corrected their boo-boo about the film's title, and then perpetrated a further boo-boo by calling the Paramount bowler 'Nancy' Bettinger. Her score certainly threw the paper for a loop.

GRANDE SUCESSO PARAMOUNT EM 1961 ENTREVISTO NA REUNIÃO DOS VENDEDORES

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Publicamos no mês passado quatro páginas dedicadas à reunião de vendedores, em Nova York, na qual Jerome Pickman tomou posse do cargo de gerente geral de vendas da organização interior da Paramount, referente aos Estados Unidos e Canadá. Ao findar, Mr. Weltner declarou:-Esta reunião, dirigida por Jerome Pickman, foi a mais animada reunião de vendedores a que já assisti.--Nêsse mesmo espírito, a reunião passou-se a Chicago, onde se achavam convocados os delegados do território do Oeste dos Estados Unidos. A reunião gerou grande entusiasmo e a ela dedicamos várias páginas nesta edição. O ponto principal foi a previsão do êxito esperado para a Paramount no corrente ano.

Mr. Balaban assistiu a ambas as reuniões e assim também Mr. Jack Karp, que trouxe de Hollywood um dossier sôbre a presente produção e a do futuro programa. Êsse material já foi posto em folhêto para a distribuição pelas agências Paramount em todo o mundo. Daremos uma reportagem em suplemento a êsse folhêto, dando boas ilustrações das melhores fitas da Paramont nas duas últimas décadas, como prova da continuidade do alto calibre da sua produção. Como amostra dos filmes já terminados, à reunião de vendedores foram dados dois filmes: "A Face Oculta" e "All in A Night's Work", as quais receberam muitos aplausos.

Ao momento de entramos para o prélo, estava de volta Mr. Weltner de sua última visita à Austrália e Nova Zelândia. Aliás há onze anos que êle não ia a essas partes do mundo. Aos antípodas levou êle o grande entusiasmo de que se impregnou nas reuniões de Nova York e de Chicago e transmitiu também aos paramounteses australianos e nova-zelandeses palavras de optimismo pelo plano de continuado progresso da Paramount no mundo das diversões da téla.

Está quase a terminar a última comédia de Jerry Lewis, "The Ladies' Man", que nos informam de Hollywood é uma das melhores produções do reconhecido comediante. O "set" principal da comédia, que aliás ainda está de pé, é uma das maiores construções ainda levantadas para uma filmação em Hollywood e tem sido muito admirada pelos visitantes aos estúdio. Observem êsse cenário, quando virem a fita. Êle marcou, como novidade, na feitura de películas, como a comédia também marcará para sua originalidade.

Nos próximos meses o mundo cinematográfico, e especialmente o mundo paramountês, vai se tornar muito consciente do valor do super-drama de Marlon Brando -- "A Face Oculta". Esta fita tomou uma grande temporada em produzir, e podemos garantir que as despesas e o tempo material serão de pouca importância em face da qualidade e pujança do trabalho realizado. Pode-se mesmo dizer que êsse é o custo da alta criação. A versatilidade de Brando é coisa mundialmente sabida. Mas a sua obra passada se esmaiece ante os lances grandiosos da personagem sedenta de ânsias de vingança (por êle próprio criada e dirigida) que vemos agindo em "A Face Oculta". Em resumo, é uma produção excelênte. É portanto, requer grande "showmanship" por parte da Paramunt em todo o mundo.



RIO DE JANEIRO - Cine Caruso, the night of the sensationally successful opening of Paramount's French release, "Women Are Weak." Outside the cinema are some posters calling attention to the 'Rose Marie Reid Girls,' who were stage attractions at the Caruso on opening night.



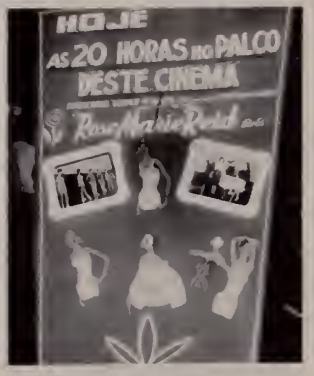
Here are the 'Rose Marie Reid Girls' in a bathing suit fashion parade on the stage of the Caruso in connection with the premiere of "Women Are Weak." (But not these ones!)

In writing of this premiere, Paramount's general manager for Brazil, A. Stephen Clug, said: "The picture is now in its 2nd week, has not even gone into the Circuit yet, but has already smashed records and thus established itself as one of the top grossing pictures Paramount has released in many years. 'Women Are Weak' is also playing day-and-date at the Plaza Theatre."

Paramounteers in the U.S. and Canada who feel they've been having a tough winter will sympathize with Anthony Quinn and Japanese star Yoko Tani, who for almost three months braved temperatures around the mark of 50 degrees below zero during the filming of Paramount's "The Savage Innocents" near the Arctic Circle.



HOLLYWOOD - Visiting Audrey Hepburn on the set of "Breakfast At Tiffany's" is 'Sylvia,' eminent TV personality from Brazil, and wife of the eminent Brazilian linguistics expert, Louis Olvera.



RIO DE JANEIRO - Display placed in the Plaza and Caruso Theatres announcing the 'Rose Marie Reid Girls' in a bathing suit fashion parade which preceded the showing of "Women Are Weak" in both cinemas.



Alfred Hitchcock in his Hollywood office with Louis Serrano, Portuguese newspaperman and language expert, who assisted materially with the Portuguese trailer made by the director for use with the "Pyscho" premiere scheduled shortly in Rio de Janeiro.

* * * * * * * * * * * *

Audrey Hepburn has a number of observations to make in Portuguese in "Breakfast At Tiffany's."

She was taught conversational Portuguese for the picture by Louis Olivera, Brazilian linguistics expert and technical adviser to Walt Disney on Latin America.



The ticklish technique of how to slither from the wrong hotel room to the right one (garbed in a fashion best described by glancing above), is demonstrated in hilarious fashion by Shirley MacLaine in Hal Wallis' "All In a Night's Work" -- Highspot of Fun for Sixty-One.



Jerry Lewis starts out in "The Ladies' Man" by being 'deathly afraid' of the predatory tactics of the opposite sex. How far along in the film, therefor, do you imagine that the above scene takes place?

> The first proof of a well-ordered mind is to be able to pause and linger within itself.
> -Seneca

LES REUNIONS DE VENTES ANNONCENT UNE ANNEE 1961 TRIOMPHALE

* * * * * * *

Le mois dernier nous avons publié 4 pages sur la réunion des ventes qui s'est tenue à N.Y. et qui a marqué l'entrée en fonction de Mr. Jerome Pickman en tant que directeur général des ventes pour les Etats-Unis et le Canada.

Au terme de cette réunion Mr. George Weltner a dit : "C'est la première fois que Jerome Pickman dirige une assemblée et c'est la meilleure à laquelle j'ai jamais assisté".

Une autre réunion, dans le même esprit, a eu lieu à Chicago où se sont retrouvés les délégués de l'Ouest des Etats-Unis. Cette réunion a reçu le même accueil enthousiaste et nous avons consacré dans ce numéro plusieurs pages illustrées de photos à ce qui s'y est passé. En conclusion de ces deux évènements, il s'avère que l'avenir de la production et de la distribution de Paramount s'annonce sous les plus brillants auspices.

A ces deux meetings assistaient non seule-



Hal Wallis, to whom the making of film hits "comes naturally," had two winners being filmed side-by-side when he was making "All In A Night's Work" and "G. I. Blues." The result was a lot of spontaneous 'fraternizing' of the very best kind. Such as this birthday party involving Hal himself, Dean Martin, Shirley MacLaine and Elvis Presley. Only trouble was that in the whole proceedings no one seemed to remember just whose birthday they were celebrating...We kind of think it was Dean's, because of the golf figurine on the cake at right.

ment Mr. Balaban mais également Mr. Karp qui avait apporté de Hollywood un magnifique rapport sur la production en cours et sur la production future. Ce rapport sera d'ailleurs édité sous forme de brochure et distribué dans les agences du monde entier de Paramount par les soins desquelles il sera certainement traduit pour l'avantage de chacun.

Nous compléterons ce rapport par de nombreuses photos qui paraitront au fur et à mesure dans le Paramount World afin de vous tenir au courant de ce qui témoigne la permanence de la valeur de la production Paramount. Production qui a déjà fait ses preuves au cours de ces dernières décades.

Pendant ces deux réunions, deux films ont été projetés et accueillis avec enthousiasme par les délégués ; il s'agit de "One-Eyed Jacks" et de "All in a Night's work".

Au moment où nous mettrons sous presse, Mr. Weltner fera un voyage d'affaires (le 1er depuis 11 ans) en Australie et en Nouvelle-Zélande. Durant cette visite, il fera part aux agences de Paramount dans ces territoires ainsi



ROME - Italy's general manager, Pilade Levi, and Mrs. Levi, shown returning to Italy following their visit to the United States. Arriving at the new Rome Airport of Fiumicino, they are met by, at left, Ugo Senigallia, head of the Secretarial Dept., and Mario Jacchia, chief accountant, and Vieri Niccoli, publicity head.

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qu'à l'industrie cinématographique, des importants projets de Paramount dont le but est d'améliorer constamment l'industrie du spectacle.

La dernière production de Jerry Lewis "The Ladies'Man" est presque terminée et s'annonce d'ores et déjà comme un chef-d'oeuvre comique. Mais le décor impressionnant qui a été construit pour ce film, et dont nous avons montré la photo le mois dernier, demeure en place sur le plateau N° 15. C'est l'une des constructions les plus extraordinaires que Hollywood ait jamais vues et elle a attiré de nombreux visiteurs du monde entier. Quand vous verrez the "Ladies' Man", vous comprendrez rapidement que ce genre de décor permet de donner un nouveau rythme à la production et que ce rythme aura une répercussion sur le spectacle lui-même.

Dans les mois qui vont suivre, l'industrie cinématographique toute entière se rendra compte de l'énorme importance du Super-film de Marlon Branco "One-Eyed Jacks". La réalisation de ce film a été longue mais cette durée n'est rien en comparaison des souvenirs impérissables que ce film laissera dans l'esprit des spectateurs. On connait déjà la versatilité de Marlon Brando mais ses créations passées sembleront de pâles copies par rapport au rôle fracassant qu'il a crée dans "One-Eyed Jacks" (lui-même étant le réalisateur). C'est un film magnifique qui exigera un magnifique effort de publicité de la part de tous les Paramountiers du monde entier.



HOLLYWOOD - Marika Semler, Italian newspaper and magazine correspondent stationed in the film city, with Laurence Harvey on the set of Hal Wallis production of "Summer and Smoke."

PARAMOUNT HAPPENINGS IN CONTINENTAL EUROPE *****



RHEIN-MAIN AIRPORT, FRANKFURT - When Mr.J. E. Perkins and Mr. John B.Nathan arrived in Germany recently they were met at this airport by the sales and publicity heads of the German Paramount organization gathered to join them in a sales and showmanship conference.

Reading from left: Mr. Erich Wanis, Hamburg branch manager; Mr. Julius Kalle, publicity director for Germany; Mr. Artemijs Stabins, administration chief for Germany; Mr. Hugo Stramer, general manager for Germany; Mrs.Carola Werners, Dusseldorf branch manager; Mr. Siegfried Kobosil, assistant sales manager; Mr. John B. Nathan, general manager for Europe; Mr. Erwin Schad, general sales manager for Germany; "Elvis," by proxy; Mr. Heinz Himmel, Frankfurt branch manager; Mr. James E.Perkins, president, Paramount International Films,Inc.; Mr. Wilhelm Benninger, assistant branch manager, Munich; Mr. Hans Fischer, Berlin branch manager; Mr. Willi Kraus,Munich branch manager.

HIGH HONOR FOR A FINE PARAMOUNTEER

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The Paramount staff of Cagliari, where is located our Paramount Italian branch on the Island of Sardinia, sent this cable to John B. Nathan, general manager for Continental Europe:

WE ARE PROUD TO INFORM YOU THAT THE MINISTRY OF INTERIOR AND THE MINISTRY OF TOURISM AND PUBLIC SPECTACLES HAVE CONFERRED THE VERY HIGHEST HONOR NAMING OUR MANAGER, DR. PISANO,AS PRESIDENT OF THE COMMITTEE ON TOURISM IN SARDINIA. SUCH A POST WILL CONSOLIDATE EVEN GREATER THE INTERESTS OF PARAMOUNT. DEVOTED REGARDS.



FRANKFURT, Germany - When Hugo Stramer arrived here recently to take the post of general manager, he carried with him a book on "Argentina To-Day" as a gift to John B. Nathan, general manager for Continental Europe. This was from Mr. Nathan's good friends in Argentina, where he had been managing director before assuming his present high post in Europe. But Mr. Nathan (at left) must have been prescient, for he had ready a fine book on "Germany Today," and the pleasant exchange is shown above. Paramount International's president, James E. Perkins watches the exchange with his traditional calm.



BERLIN - Stunning house-front by the Zoo Palast for "Psycho" -- and of course, a new box-office record.



DUSSELDORF, Germany - Management of the Rex Theatre here left no doubt as to the identity of the film's star when they presented Elvis Presley in "Cafe Europa" (original title of "G. I. Blues"). Illuminated standee of Elvis was visible for miles on this main thoroughfare.

VISIT TO A SMALL PLANET last month established new records at the Radio Theatre in Cairo, Egypt, according to exciting information transmitted to Continental General Manager John B. Nathan by Donald Hunter, general manager for Egypt.

In its first week it topped "War and Peace," which in turn places second to the all-time top grosser, "Samson and Delilah." This means also that it topped "The Sad Sack," previous Jerry Lewis topper. Also, at a special morning show, the interplanetary comedy broke the Radio Theatre's all-time record for morning shows.

Mr. Nathan completed his report to Paramount International's president, James E. Perkins, with this comment: "As you can imagine, Don Hunter is greatly enthused with these results, which enthusiasm I share completely."

BELOW

STOCKHOLM - Some more wonderful postering of Elvis Presley in "En Yankee Med Takter I" (G.I. Blues) at the Anglais Theatre here. Behind the strolling pedestrians are three massive posters for "The Ten Commandments," still current here.



When Paramount's new comedy, "Love In a Goldfish Bowl" was completed recently, Tommy Sands and Nancy Sinatra took off for Hawaii on a belated honeymoon. They were married just prior to the start of the film.



STOCKHOLM - At left is Ylva Franzén, president of the Elvis fan club, The Pied Pipers, together with her secretary. They are demonstrating for their idol at the Anglais Theatre the night of the opening of "G. I. Blues."



DANNY KAYE has no idea of usurping any of Marlon Brando's prerogatives in "One-Eyed Jacks"; it's simply that the role he was called upon to play in "On the Double" is that of a one-eyed general. One of the comedy's cutest gags is that he never can quite remember which eye he should have the patch over.

RIGHT

STOCKHOLM - A fine example of repititive advertising in an important city street, calling attention to Elvis Presley's "G. I. Blues."

Posters were done in luminous ink so as to be effective day and night. Above site is on main artery leading to N.K. and other top department stores.



STOCKHOLM - Here's a spot in the heart of modern Stockholm — and this rotating advertising drum is beating out a message about Elvis Presley in "En Yankee Med Takter I" (G.I.Blues) directed at the hearts of the Swedish youth.

FÖRSÄLJNINGSKONFERENSER PRÄGLADE AV OPTIMISM INFÖR 1 9 6 1

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Det förra numret innehöll fyra sidor med detaljer kring försäljningskonferensen i New York som markerade installerandet av Jerome Pickman som försäljningschef för Paramounts inhemska organisation i Förenta Staterna och Canada. I konferensens avslutande skede förklarade Mr. Weltner: "Det mest givande försäljningsmöte, som jag någonsin bevistat, var det då Jerry Pickman första gången förde "taktpinnen" I samma anda förflyttades så konferensen till Chicago, där delegaterna från de västra delarna av Förenta Staterna sammanträffade. Även detta gick i entusiasmens tecken och vi ha ägnat flera sidor av det här numret åt att tala om vad där sig tilldrog. Det som dryftades och de beslut som fattades inger stora förhoppningar vad beträffar Paramounts framtida produktion och distribution.

Båda de nämnda sammankomsterna bevistades inte bara av Mr. Balaban utan också av Mr. Jack Karp från Hollywood, vilken gav en inblick i vad vi ha att vänta i filmväg. Mr. Karps rapport har sammanställts i en liten bok som distribueras till alla kontor världen runt; troligt är väl att ni också kommer att översätta den så den blir tillgänglig för alla. Som ett komplement vill vi i Paramount World hålla er underkunniga om den kommande produktionen, vilken ter sig som den mest lovande under de senaste decennierna. Två filmer visades för delegaterna vid de båda sammankomsterna, nämligeh "One-Eyed Jacks" (omslaget) och "All in a Night´s Work". Båda utlöste de varmaste lovord och stor entusiasm.

Ungefär när detta nummer gick i press befann sig Mr. Weltner i Australien och Nya Zealand. Det var hans första resa på 11 år till denna del av världen. Han hade därvid tillfälle delge paramountärerna där den optimistiska syn på framtiden, som kom till uttryck vid ovannämnda konferenser, och även bringa till deras kännedom Paramounts framtida storartade planer.

Jerry Lewis senaste film "The Ladies´ Man" är nu nästan färdig och ser ut att bli en av hans allra tokroligaste. Men den imponerande uppbyggnaden i studion för denna film, den som ni såg i förra numret, finns fortfarande kvar på studio 15. Det är en av de största konstruktioner som Hollywood någonsin sett och har dragit åskådare från hela världen. När ni ser "The Ladies´ Man" inser ni genast att uppbyggnaden ifråga har möjligtgjort ett nytt produktionstempo, vilket i sin tur möjliggjort ett nytt underhållningstempo.

Under de närmaste månaderna kommer Marlon Brandos drama "One-Eyed Jacks" att vara det allmänna samtalsämnet. Det har tagit lång tid att göra filmen, men den kommer att te sig kort i jämförelse med hur länge man kommer att minnas filmen. Brandos mångsidighet är redan något av ett rekord, men alla hans tidigare roller kommer att framträda som bleka skuggor jämfört med hans hämndgiriga uppenbarelse (i egen regi) i "One-Eyed Jacks". Det är en magnifik film, som förtjänar en helhjärtad insats från varje paramountär världen runt.



And here's Swedish youth, proclaiming sentiments in English also, outside of the Anglais Theatre where "G. I. Blues" was rounding out another record with the help of wonderful Paramount showmanship.



SHOWMANSHIP IS BOOMING THROUGHOUT THE FAR EAST



BANGKOK, Thailand - These are front and back covers of the colorful and comprehensive book on forthcoming Paramount product issued by Chana Chaikijkarana, Paramount manager here. The publication was issued almost coincidentally with the Royal Performance of "G. I. Blues," which opened the magnificent new Paramount Theatre, which meant that the name of the company enjoyed much of the most wonderful attention it has had in decades.



HONGKONG - The shop of Gibb Livingston & Co. Ltd. at Des Voeux Road, Central, agents for RCA, had this most attractive display on Elvis Presley when "G. I. Blues" was the hit of the town at the Royal and State Theatres.

Sydney Boehm has been signed to write the screenplay for "Kowloon," Ray Stark production for Paramount release which is scheduled as a successor to Stark's current hit, "The World of Suzie Wong."



TOKYO - "The World of Suzie Wong" dominated the cover of the December issue of the globally-circulating Far East Film News... The issue also contained a great deal of other interesting Paramount news.



SINGAPORE - Miss Orchid Wong, Cathay Organisation's singapore film actress, left here January 11 for Amsterdam and Rome as the Singapore Government's goodwill ambassador. She flew on the inaugural flight of the KLM DC8 jetliner and in Holland and Italy distributed orchids and extended invitations to visit Singapore during 1961, in connection with the Government's "Visit the Orient Year 1961" campaign.

Mr. John Ede, general manager of the Cathay Organisation, who also made the flight, is shown above with Miss Orchid Wong.

Prior to becoming a top-flight Singapore film star, Orchid Wong, who is 21, was known at home and among friends as Ting Ming (which is Chinese for serene and intelligent).



KUALA LUMPUR, Malaya - At this celebrated Odeon Theatre (of the Cathay Organisation), the Hitchcock goldmine, otherwise known as "Psycho," achieved "the highest gross of any Paramount picture released in Kuala Lumpur at normal admission price," according to Paramount Far East division manager Svend A.Henriksen. Note huge signs both sides of Odeon proclaiming the policy that the picture must be seen only from the beginning. Signs are in English and (at left) Chinese and Malay.





HONGKONG - Day and night, Elvis Presley's "G. I. Blues" made the Royal Theatre one of the brightest spots in the World of Suzie Wong -- Hongkong.

G. I. BLUES, in its first-run engagement in Manila's Galaxy, ran for 41 days, more than twice the Philippines run of the first Elvis Presley picture....and to more than twice the joy of Philippines manager A. S. Velasquez.



HONGKONG - Hal Wallis' hit Elvis Presley musical, "G. I. Blues," was too big for one cinema in this crowded, colorful city. So it was day-and-dated into the State Theatre also.

BELOW

HONGKONG - Fleet of Coca-Cola delivery trucks all bearing posters advertising the highly successful engagement of Cecil B. DeMille's "Samson and Delilah" at the King's Theatre.



"ONE-EYED JACKS" IS THE SHARPEST, MOST INTRIGUING AND MOST PROMISING CHALLENGE OF OUR SHOWMANSHIP AND SALESMANSHIP THAT HAS BEEN FLUNG OUR WAY IN DECADES AND IT BEHOOVES US TO BE ON OUR TOPMOST PERFORMANCES BASIS IN ORDER TO SEE THAT ALL THE WORLD GETS TO ENJOY MARLON BRANDO'S SUPREME CHARACTERIZATION IN ONE OF THE SCREEN'S MOST EXCITING OFFERINGS SINCE THE COMING OF SOUND



* AND FURY.



A revealing 'moment of truth' is brilliantly realized by Geraldine Page and Laurence Harvey in Hal Wallis' realism-plus production, "Summer and Smoke"

PARAMOUNT PICTURE NEWS FROM THE SPANISH-SPEAKING WORLD ********



BOGOTA, Colombia --- "The Ten Commandments" is back in this South American metropolis for its return engagement and has been playing the top Mogador, San Carlos and San Jorge theatres with conspicuous success, according to Paramount manager Andrés Sanz. Above photographs of queues at the Mogador (top) and San Carlos bear fine testimony to this.

Manager Sanz states that the scheduled playing time for the return engagement at all three theatres was 2 weeks. However, this was exceeded, and at latest report the Cecil B. DeMille production was in its 6th week at the San Jorge, a record for the house. In addition, the weekly receipts at the San Jorge have exceeded double the house average.



LIMA, Peru - The Tacna cashed in heavily with the appeal of the filmed-in-New York aspect of "The Rat Race." Picture was shown day-and-date at the Pacifico, and both cinemas stressed the New York locale - as can be seen in the above lobby display at the Tacna. Another showmanship touch that went over well, according to Paramount manager Lennart Bjorck, was the use of 1961 pocket calendars, playingcard size, with a picture of Tony Curtis on the reverse side.





BOGOTA - Before the stirring business event at the left took place, there was a contract signing event for this return engagement of "The Ten Commandments." Signing for the Cecil B. DeMille production is Mr. Felix de Gamboa, manager of the Circuito San Miguel. At left is Paramount's Latin American division manager, Henry B. Gordon. At right is Andrés Sanz, Paramount manager for Colombia.



HOLLYWOOD - Brazil's new ambassador to Japan knows that one of the pictures he must see in Tokyo late this year is Danny Kaye's "On the Double." The Ambassador, Decio de Moura, is at right, not the least perturbed that Danny, in winter underwear, is paying more attention to his (the ambassador's) wife. At left is Raoul de Smandek, Brazilian consul in Los Angeles.

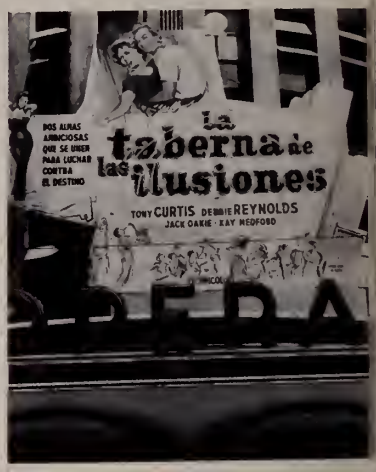
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HOLLYWOOD - Tommy Sands, the singing star of "Love In a Gold Fish Bowl," learns about Brazil from eminent linguistics expert Louis Olvera and his wife. Sra. Olvera is a top television personality in Brazil.



BUENOS AIRES - This camera concentration is on the particularly fine front-of-house display that the Opera Cinema had for "The Rat Race" rather than on the host of people crowding in to see the Perlberg-Seaton comedy romance of New York City.

Many Paramounteers around the world linked their Christmas greetings with a current Paramount attraction. A most effective one was that of Paramount Films of Colombia, Inc. The 'linked' film was TEMPEST.

Far Left

HOLLYWOOD - In several sequences of "Breakfast At Tiffany's," Audrey Hepburn plays a guitar Spanish fashion. She is shown here taking lessons.

Left

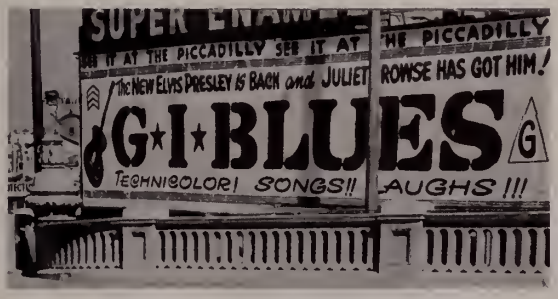
BARCELONA - Crowds at the Novedades and Rialto Theatres throng to see the Alfred Hitchcock production, "The Man Who Knew Too Much."

IN AUSTRALIA HAL WALLIS' "G. I. BLUES" IS A HIT IN EVERY STATE

The extent of Elvis Presley's fantastic popularity in Australia can well be gauged from the picture on this page showing the receptions accorded "G. I. Blues" in all of the capital cities.



MELBOURNE - Rounding out the picture in all of the Australian capitals is this shot of the mass 'invasion' of the Barclay by young Aussies intent on seeing Elvis Presley in "G. I. Blues."



PERTH - Strategically placed billboard for "G.I.Blues" on one of the city's major entrances. "G" indicates that film has been approved for 'General' exhibition.



BRISBANE * A contributing factor in the success of "G.I.Blues" at the Wintergarden Theatre was this fine window display in Penney's famous Record Bar nearby.



PERTH - Western Australia acclaimed "G.I. Blues" rapturously. Above, the manager of the Piccadilly, Colin Spivey (back to camera) marshalls his young patrons eager to see and hear Elvis Presley on opening day. The queue, extending past car at left, stretched the full length of an arcade adjoining the Piccadilly.



BRISBANE - Up in Queensland, at the Winter Garden, the police were on hand to handle crowds milling in the theatre's massive lobby to see "G.I.Blues." Note the constable's 'safari' helmet, which Paramount's Alan Wardrope felt was in order for "the hottest show in town."

MORE NEWS ON THE HIGH SUCCESS OF "G. I. BLUES" IN AUSTRALIA IS TO BE FOUND ON PAGE 35.



ADELAIDE - Rain didn't by any means halt the Hitchcock fans from streaming to the Majestic Theatre to see "Psycho" from the start, of course.



SYDNEY - Eight thousand miles southwest of Hollywood the gals still worship Elvis, even in cardboard likeness. These eight Australian gals are in the lobby of the Prince Edward Theatre, where "G. I. Blues" recently completed a record-breaking engagement.

The girls, plus thousands of others, besieged the Prince Edward management for stills of Elvis. The management sent them to Paramount, where the supply was almost instantly exhausted.



Here's another shot of the spacious lobby of the Prince Edward. Note how one sex predominates. The blonde young lady on the pedestal is a celebrated Prince Edward 'institution.' Ever since the internationally renowned cinema opened almost forty years ago, a blonde attendant has occupied this rostrum. Her sole duty has been to be decorative -- a picturegoer's Pygmalion.

NOW TRY AND IMAGINE HOW HARD PRESLEY IN "BLUE HAWAII" IS GOING TO HIT AUSTRALIA.





ADELAIDE - Two views of the queues inside the Majestic anticipating "G.I.Blues." "And," said Manager Chick Arnold, "you should have seen the rest of the queues outside."

"BLUE HAWAII" is the title Hal Wallis has selected for the forthcoming Elvis Presley picture formerly called "Hawaii Beach Boy."

The Paramount release, to be filmed in Technicolor on location in Honolulu, will start production next month, under the direction of Norman Taurog.

"Blue Hawaii" will be Presley's first picture for Wallis under a new 5-year contract with the producer calling for one film annually.



MARGARET RUTHERFORD, beloved British comedienne recently decorated by Her Majesty Queen Elizabeth, has a truly riotous role in Danny Kaye's "On the Double" --- and plays it to a fare-thee-well. She's one of the uproarious comedy's greatest assets.

Nancy Kwan, co-star with William Holden in "The World of Suzie Wong," has been voted best "new face" of 1960 by the Cleveland (Ohio) Critics Circle.

Award was made on behalf of the Cleveland Press and News, Cleveland Plain Dealer and the Cleveland Sun Press-Messenger.



LONDON - Nancy Kwan, as the star of "The World of Suzie Wong," has been meeting a great many of the world's notables. In this instance, taken at the film's premiere in the Plaza Theatre, is a picture of her speaking with animation to the Crown Prince of Jordan.



Paramount posters in Germany have a very real knack of catching the spirit of the picture they are advertising. A typical, and very fine, example of this is the poster above for "G. I. Blues." Another thing: Paramount posters from Germany never omit the Trade Mark.

GROSSARTIGE ERFOLGSAUSSICHTEN FUR 1961

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In unserer letzten Ausgabe widmeten wir vier Seiten der Tagung der Verkaufschefs in New York, die ganz unter dem Zeichen der Berufung von Jerome Pickman als obersten Verkaufschef der Paramount für die USA und Kanada stand.



COLOGNE - Illustrative of the fact that just about every showmanship device was put to work for "G. I. Blues" in Germany, is this mobile display, with an illuminated revolving top. Idea worked wonders for the Olympia and Roxy Theatres, which recorded record business with the Hal Wallis musical romance.

Singing star Bobby Darin and blonde Stella Stevens (from "Li'l Abner) co-star in "Too Late Blues," now being produced and directed for Paramount release by John Cassavetes.

P.S. Title now "DREAMS FOR SALE"

The drama of two young people of the musical world is being made ahead of two other Paramount films slated for Darin and Miss Stevens. These are: "Hell Is For Heroes," teaming Darin with Bob Newhart (see our Telemeter Page 15 re Newhart), and Bryan Foy's "The Prison Story," starring Miss Stevens.

Beim Abschluß dieses Treffens sagte Mr.George Weltner: "Die interessanteste Tagung dieser Art die ich je besuchte, war die erste, die unter dem Vorsitz von Jerome Pickman stattfand." Die Tagung wurde nach Chicago verlegt anschließend, wo sich dann die Vertreter der westlichen Vereinigten Staaten trafen. Dieses Treffen verlief genau so lebhaft. Einen Bericht darüber bringen wir in Wort und Bild auf mehreren Seiten in dieser Ausgabe. Alles was auf beiden Tagungen bekannt wurde, berechtigt zu den größten Erwartungen im Hinblick auf kommende Paramount-Filme und deren Verleih.

Beide Male waren sowohl Mr.Balaban als auch Mr.Jack Karp zugegen. Letzterer brachte aus Hollywood einen glänzenden Bericht mit, über die laufende und kommende Produktion. Dieser Bericht wurde in einer kleinen Broschüre herausgegeben, die auf sämtliche Büros in der ganzen Welt verteilt werden soll, zur Kenntnis und Nutzen eines jeden. Wir werden diesen Bericht in der Paramount-World noch mit Bildern ergänzen um Ihnen einen Eindruck davon zu geben, was wir als die glänzendste und vielversprechendste Paramount-Staffel der letzten zehn Jahre betrachten.

Auf beiden Tagungen wurden den Anwesenden zwei Filme gezeigt, und zwar "One-Eyed Jacks" (unsere Titelgeschichte) und "All in a Night's Work". Beide erhielten großes Lob und viel Beifall.

Während diese Ausgabe im Druck ist, wird Mr.Weltner gerade Australien und Neu-Seeland besuchen, und damit wird zum ersten Mal seit elf Jahren wieder eine Geschäftsreise in diesen Teil der Welt führen. Er bringt die glänzenden Eindrücke der beiden Tagungen in New York und Chicago mit und wird darüber bei den entsprechenden Leuten der Paramount in Australien und Neu-Seeland berichten. Darüberhinaus wird er in der Branche ganz allgemein über die Pläne der Paramount sprechen, im Hinblick auf einen weiteren Fortschritt in der Welt der Unterhaltung.

Jerry Lewis' letzter Film "The Ladies' Man" steht vor seiner Fertigstellung und verspricht einer der großartigsten des Künstlers auf dem Gebiet des Lustpiels zu werden.

Aber die massiven Studiobauten, die für diesen Film errichtet wurden und die wir im letzten Monat im Bild zeigten, bleiben weiterhin auf Bühne 15. Es ist eine der größten Konstruktionen, die Hollywood je gesehen hat und hat schon Besucher aus aller Welt angezogen. Wenn Sie "The Ladies' Man" erst gesehen haben, werden Sie sofort merken, daß diese Art Bauten ein größeres Tempo bei der Produktion ermöglichen, was seinerseits wieder eine schnellere Herstellung von Unterhaltungsfilmen zur Folge hat.

Im Laufe der kommenden Monate wird sich die gesamte Filmwelt von der Bedeutung des Marlon-Brando-Superfilms "One-Eyed Jacks" überzeugen können. An diesem Film wurde sehr lange gearbeitet. Aber diese Zeitspanne wird vollkommen unwesentlich sein wenn man bedenkt, daß dieser außergewöhnliche Film dazu ausersehen ist, möglichst in ewiger Erinnerung zu bleiben. Die Wandlungsfähigkeit Marlon Brando's ist eindrucksvoll, aber seine früheren Filme werden wie ein blasser Abklatsch wirken im Vergleich zu der Rolle des Rächers, die er in "One-Eyed Jacks" verkörpert (unter seiner eigenen Regie). Es ist ein großartiger Film, für den jeder Angestellte der Paramount in der ganzen Welt sein Bestes tun sollte.

I CONGRESSI PARAMOUNT PREANNUNCIANO MERAVIGLIOSI SUCCESSI NEL 1961

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Lo scorso mese, abbiamo dedicato quattro pagine al congresso commerciale di New York che ha visto l'insediamento di Jerry Pickman a direttore commerciale dell'organizzazione della Paramount negli Stati Uniti ed in Canadà. A conclusione di quella riuniene, George Weltner disse: "Il primo congresso commerciale tenute da Jerry Pickman è stato il più proficuo fra tutti quelli cui he partecipato". In quello stesso spirito ha avute luogo il congresso di Chicago, che ha visto riuniti i delegati degli Stati occidentali degli Stati Uniti. Anche questa riunione è stata particolarmente entusiasmante, e noi abbiamo dedicato diverse pagine del presente numero per illustrare e riferire quanto venne discusse in quell'occasione. Lo svolgimento dei due congressi ha confermato l'enorme entusiasmo da tutti nutrito per il futuro della produzione e distribusione della Paramount.

Alle due riunioni furono presenti il Sig. Balaban, ed anche Jack Karp, che, da Hollywood, portò un importante resoconto sulla produzione attuale e prossima. Questo rapporto, raccolto in volume verrà inviato a tutti gli uffici Paramount nel mondo e sarà tradotto integralmente in tutte le lingue. E' nostra attenzione completare questo racconto con la pubblicazione di un costante afflusso di fotografie sul Paramount World, per tenervi informati su quella continuità di prodotto che, crediamo, sia la più brillante e rassicurante registrata alla Paramount negli ultimi decine d'anni. Ai delegati, durante queste riunioni furono proiettati due film: "Il Guercio" (One Eyed Jacks) cui abbiamo dedicato la copertina e l'articolo di fondo, e "All in a Night's Work". Ambedue i film suscitarono grande entusiasmo e riscossero unanimi consensi.

Al momento di andare in macchina, il Sig. Weltner si troverà in Australia e nella Nuova Zelanda, dopo undici anni di assenza. Egli porterà con se le impressioni sfavillanti registrate durante i due congressi di New York e di Chicago e riferirà ai collaboratori d'Australia e di Nuova Zelanda, oltre che all'industria cinematografica in genere, i formidabili piani di produzione della Paramount nel mondo dello spettacolo

"The Ladies' Man" (L'uomo delle donne), il più recente film di Jerry Lewis, è quasi terminato e promette di essere uno dei più comici fra quelli interpretati dal famoso attore. Ma il grandioso "set" costruito per questa produzione, che Vi abbiamo illustrato nel numero scorso, rimane ancora



BARI, Italy - This massive 'telescope' was placed in the lobby of the Oriente Theatre in connection with showing of "Visit To A Small Planet." Those using it saw a picture on Jerry Lewis on a 'flying saucer.'

in piedi. Esso rappresenta una delle più formidabili costruzioni mai realizzate a Hollywood, che ha attratto visitatori da tutto il mondo. Quando vedrete "The Ladies' Man", comprenderete che questo tipo di costruzione permetterà un nuovo ritmo di produzione, e queste a sua volta significherà un nuovo ritmo di spettacolo.

Nel corso dei prossimi mesi, tutte il mondo cinematografico capirà l'importanza dell'ultra drammatico film di Marlon Brando. Questa produzione è stata realizzata in un lungo lasso di tempo, ma ciò non avrà alcun significato se confrontato ai ricordi duraturi che l'eccezionale opera susciterà. La versatilità di Brando già costituisce eccezione, ma le sue passate interpretazioni saranno timide espressioni, al confronto del ruolo di un uomo assetato di vendetta quale egli ha creato (sotto la propria regia) ne "Il Guercio". E' un magnifico film e richiede giustamente una magnifica dimostrazione di energia da parte di tutti coloro che, nel mondo, fanno parte della Paramount.

One of many top accomplishments of Pilade Levi during his recent journey to New York and Hollywood was seeing "One-Eyed Jacks." So now he is able to tell the Paramounteers of Italy what a towering production this Marlon Brando super-film really is.



"HELL IS FOR HEROES" has been definitely set as the title of the forthcoming Edmond O'Brien picture formerly known as "The Soft Touch."

The Paramount release thus reverts to the original title under which the John McDonald novel was published in Cosmopolitan magazine recently.



MILAN - Fine display for Hal Wallis' "Career" in His Master's Voice Record Shop here.

"DREAMS FOR SALE" is the new and final title of the John Cassavetes production, originally known as "Too Late Blues," and currently in production.



ROME - Attractive jacket of a popular record entitled "Un Marziano Sulla Terra" (The Martian on the Earth), recorded by the popular Italian vocal group, "Les Chakachas," and of course inspired by Jerry Lewis' "Visit To A Small Planet."

HOLLYWOOD - Paramount's general manager in Italy, Pilade Levi, stands on a set of the Hal Wallis production, "Summer and Smoke," between the film's co-stars, Geraldine Page and Laurence Harvey. At left is Peter Glenville, talented director of the picture.

When Jerry Lewis' "CinderFella" was playing in the Los Angeles area, radio personality Bob Gage inaugurated a contest over Radio KBIG Catalina.

For the best postcard explaining "Why I'd Like to be CinderFella," Gage awarded a pair of tickets to the movie, an evening for two at the Hollywood Moulin Rouge - and a new pair of shoes to dance in.





KUALA LUMPUR - Malaya: The side of the Cathay's Pavilion was made good use of to advertise the coming of "Psycho" to the Cathay's Odeon - where the international record-breaker proceeded to hit another top level in box office figures.

(Note: The venerated animal in the top picture is merely enjoying the traditional freedom of the city - not waiting to catch "Psycho" from the start).

One grandmother will spoil a baby. Two working together will bring him up in the way he should go, for each will suspect the other of spoiling him and will check it.
William Allen White


'Jeep' NEWS

Willys Motors Inc. November 1960

SALES HIT RECORD HIGH AS DEALERS VIE FOR 32 NASSAU VACATION AWARDS

Dealer Enthusiasm Mounts As Year's Most Exciting Sales Contest Enters Final Month

TOPIC FOR DISCUSSION — THE EXCITING NEW 'JEEP' FAMILY CRUISER PLAN

Shown in the pictures above, addressing the national meeting of travel industry representatives are Mr. Edgar F. Kaiser, Presi dent of Kaiser Industries and Chairman of the Board of its wholly owned subsidiary, Willys Motors Inc.; Mr. Edwin Albert, Vice President and General Manager, Kaiser Industries Inc.; and R. C. W. Moss, Vice President in Charge of Sales, Willys Motors Inc.

MILLIONS VISIT DEALER DISPLAYS AT 1960 FAIRS

SPECTACULAR 'JEEP' DISPLAY PLANNED FOR CHICAGO SHOW

COMPANY PRESENTS NEW 'JEEP' TOURIST PLAN TO TRAVEL INDUSTRY OFFICIALS

? . . . ? . . . ?

HATARI!


PAGE TWO — JEEP NEWS — DECEMBER

ARMY SHOW FEATURES ALUMINUM AIR-COOLED ENGINE

MERCHANDISING NOTES . . . FOR 'JEEP' VEHICLE DEALERS

IN SWAHILI HATARI! MEANS DANGER!

DISPATCHER SPELLS DRUG-STORE DELIVERY

NASSAU

Tree Service Co. Buys 'Jeep' Tr

Satisfied Dispatcher owners helped Mr. English to welcome an other new one to the Moore Building Pharmacy recently also at San Antonio.

These pages from the November and December issues of "'Jeep' News," one of the company publications of Willys Motors, Inc. This publication is upbuilding a steady campaign of interest in Paramount's production of "Hatari!" since a fleet of Willys jeeps and trucks have played a most important part in the African filming of this John Wayne-starring picture.

ST. LOUIS The reason you haven't been hearing news from our branch is that it would all have been bad recently. But now all is well again with those of our personnel who have been on the sick list for the last few months.

Now the only thing we can complain about is our weather! It has been an effort just to get to and from work with all the snow.

The St. Louis territory has been doing extremely well with "U. I. Blues" and "CinderFella". (Picture enclosed is the marquee of the Rialto Theatre, Cape Girardeau, Mo.) Also, we know "Suzie Wong" will be a top box-office attraction. Then with "One-Eyed Jacks" coming up, we can see that business-wise we will be doing very well.

The St. Louis Branch is in a section of St. Louis that is going to be completely rebuilt and we are very much looking forward to our new surroundings. We are hoping there will be a park right across the street from us so we can eat our lunch over there! --Jane Smoller

BOSTON As befits a new booker and traditionally the new Paramount World correspondent, I made my "debut" last week with some "strictly business" reports.

Now we will recap some of the social highlights from the Boston Branch.

Etta Glazin, of our office staff, returned from a whirl of shopping and theatre going in New York and Margaret Cleary, head film inspectress has left for Florida. We envy both of them.

For stay-at-homes - Rose Godes and others at the Boston Branch had an opportunity to see a former Paramount Star - Marlene Dietrich appearing in a Revue at the elegantly referbishe Colonial theatre. For many it was a nostalgic event to see the star that established her glamourous reputation in America with such Paramount films as "Morocco", "Desire", and "Scarlet Empress".

--George Mansour, Jr.

THE KIND OF AIR WE LIKE TO GET

Bryan Foy and his exciting production of "Blueprint for Robbery" really 'got the air' in St. Louis - but it was the kind of air that pays off handsomely at the box-office -- radio and TV airtime. Here are the details in field representative Everett Olsen's wired report to Joseph Friedman, manager of the department of exploitation:

AFTER A SUCCESSFUL SWING THROUGH NEW ENGLAN BRYAN FOY TOOK ST. LOUIS BY STORM ON BEHALF OF "BLUEPRINT FOR ROBBERY". STARTING AT 9:3 THIS MORNING WITH A 90-MINUTE PRESS INTERVIEW FOY WAS ON CAMERA FOR 9 MINUTES ON KTVI-TV ON POPULAR "COFFEE BREAK" FOLLOWED BY 7 MINUTES ON NBC'S KSD PEVELY PLAYHOUSE, "BREAKFAST CLUB"-LIKE PROGRAM HOSTED BY RUS DAVID, IN AFTERNOON JACK ELLIOTT ON KXOK USED 10 MINUTES TALKING ABOUT "BLUEPRINT," KMOX USED 7 MINUTES AND KPL-TV 6 MINUTES... MOST UNUSUAL WAS THE EXTENDED TIME USED ON INTERVIEWS CLEARLY INDICATIVE OF INTEREST H HAS STIMULATED ABOUT THE PICTURE. TODAY WAS CLIMAXED BY BRYAN FOY HOLDING THE UNDIVIDED ATTENTION OF EDWARD, DAVID AND JIM ARTHUR O ARTHUR ENTERPRISES FOR FIVE SOLID, TALK-PACKED HOURS. IN SHORT, A MOST SUCCESSFUL DAY IN ALL VIEWPOINTS.

SHOWMANSHIP WILL BRING A SHOWMAN'S SHIP TO PORT

* * * * *



LONDON - One of the many powerful examples of the popular appeal of "The World of Suzie Wong" is to be found in the desire of manufacturers to make tie-ups with the picture. One such firm is Telemac, Ltd. one of the foremost weatherwear manufacturers in the United Kingdom.

As shown above, this firm is about to launch the "Suzie Wong Coat" with a big promotional campaign. The coat, inspired by Paramount's Ray Stark production, is shown being attractively modeled in the Plaza Theatre foyer.

Telemac,Ltd. has representatives all over the world, and they are being alerted to participate in the showmanship campaign on "Suzie Wong."

ARNOLD GATES, manager of Loew's State Theatre in Cleveland, Ohio, used a Hidden Name game in the city's principal newspapers as one phase of a comprehensive showmanship campaign on Jerry Lewis' "CinderFella." It really paid off in publicity - and patronage. Gates also tied in with the Dot records issued in conjunction with the comedy - and got plenty of good window displays.



BERLIN - Massive trucks with 4-sided announcements and a rolling public address system are very popular in Germany. They are economical and enormously effective. This one for the Hitchcock production of "Psycho" (note how important Hitchcock is to German fans!) was put on the streets, the highways and by-ways of Berlin by the management of the Zoo Palast, at which theatre "Psycho" was a mighty success.



LONDON - When "G.I.Blues" played the London suburbs, the Rank Organisation staged a contest to find the prettiest Elvis Presley fan. In the group above are the finalists, with a Miss England finalist, Ann Simmonds, at left. Winner was Carole Bendixon, 18, (third from left). Her prize was the Top Rank phonograph shown in the picture.



LONDON - Another fine showmanship presentation for "G.I.Blues" was this street stunt in Welling, staged on Christmas Eve by the Granada, with the cooperation of the Welling police. Four musicians garbed as GI's played music from the Hal Wallis production from the roof of a local music store, the proprietor cooperating to the extent of allowing his name to be covered by the film's title and the name of the Granada Theatre. The police had an inspector and six constables on hand to control all traffic.

The following is Tony Reddin's note in respect to the above stunt.

"The stunt was a resounding success, particularly in view of the fact that showmanship of this nature can be very difficult in England due to the fact that there is a 'Noise Abatement Act' which governs what type of noise can be made by individuals in the streets.

The stunt was the joint work of Bill Garrett, manager of the Granada, Welling, and Paramount's Head Office Showmanship Department."



SYDNEY - One phase of Alan Wardrope's comprehensive showmanship campaign for "G.I.Blues" was an Elvis Presley talent quest. Seventeen-year-old Johnny White was crowned 'King,' and is here shown surrounded by some of his admiring 'subjects.'

"G. I. BLUES" continues to be one of the all-time winners at the Sydney Prince Edward and elsewhere throughout Australia.

Paramount's comprehensive campaign encompassed widest disc-jockey coverage in addition to all of the standard showmanship methods.

A Sydney restaurant for teenagers called "Teen Canteen" also cooperated most extensively.



BERNARD M. SERLIN (above) has been appointed assistant exploitation manager for Paramount Pictures and will work under the supervision of Joseph Friedman, exploitation manager. Announcement of this was made by Martin Davis, director of advertising, publicity and exploitation.

Serlin resigned from Metro-Goldwyn-Mayer to accept the Paramount post. Prior to 1958 he was with Warner Brothers, as assistant to the Eastern publicity director.

GLIMPSES OF UPCOMING PRODUCT

'SIXTY ONE - YEAR OF FUN



THE LADIES' MAN starts off with Jerry Lewis 'loathing' all women — but the 'loathing' changes to 'loving.

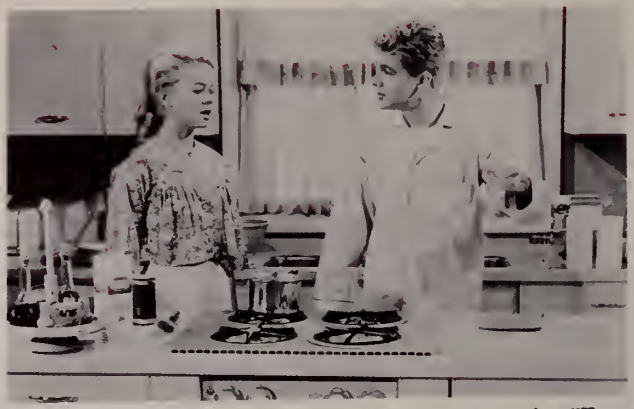


ON THE DOUBLE is mostly fast and frisky fun for Danny Kaye and Dana Wynter - but there are romantic moments, too, as shown above.

****

RIGHT

BREAKFAST AT TIFFANY'S shows the romance that New York City can provide, through the eyes of Audrey Hepburn and George Peppard - when two are in love.





LOVE IN A GOLDFISH BOWL is Paramount's "Young At Heart" picture for 1961. Above, Toby Michaels is sure she's in love with Tommy Sands; but when Fabian (at right) appears, she's not so sure.



SUMMER AND SMOKE depicts the power of Tennessee Williams in revealing the conflict between daughter and mother when the daughter finds that she has been cheated out of love. Geraldine Page is the daughter, Una Merkel the mother in this realism-plus Hal Wallis drama.

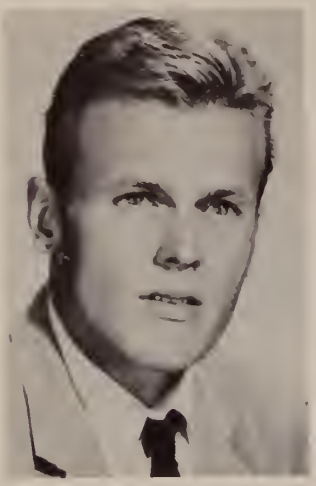


At this particular point in the uproaric Hal Wallis comedy, the picture was called, t all concerned, "Bawl In A Night's Work," it being Shirley MacLaine's thespian task to cr her eyes out at the least provocation.



Brando Shoots!





TAB HUNTER, co-star of the Perlberg-Seaton delightfilm, "The Pleasure of His Company," and a former recording star, has returned to Dot Records. It was with this Paramount subsidiary that Tab first attained disc fame, when Dot president Randy Wood had him record "Young Love."

Pepe Hern, young Latin-American actor seen importantly recently in "The Magnificent Seven," plays Nicco, a guitarist in Hal Wallis' production of "Summer and Smoke."



A recent business visitor to Paramount's studio in Hollywood was Isy Pront, the company's dubbing 'wizard' from Paris headquarters. He is shown here with Danny Kaye, another wizard at voice synchronization, on the set of "On the Double."

NEWS FLASHES

Vic Damone makes a surprise guest appearance in Jerry Lewis' "The Ladies' Man."

LATIN AMERICAN DIVISION MANAGER HENRY B. GORDON reports this interesting "Psycho" story from Buenos Aires:

"Here's a short but true story that occured while I was in Mar del Plata. The Lococos (internationally renowned exhibitors) went with Sam Bekeris (Paramount managing director) to a little fishing village just outside Mar del Plata. For the heck of it, Mr. Lococo asked one of the fishermen whether he had ever heard anything of PSYCHO. Whereupon the man answered: 'Oh, that's the picture where nobody can get in once it's started!' It is very interesting to note that a simple 'pescador' (fisherman) already knows about the Hitchcock picture's policy even before the film has had release anywhere in South America."

ASAMBLEA DE VENTAS PRONOSTICA MARAVILLOSO EXITO PARA 1961

* * * * * * * *

El mes pasado publicamos cuatro páginas con relación a la asamblea de ventas celebrada en Nueva York que señaló la instalación de Jerome Pickman como gerente general de ventas de la organización doméstica de Paramount en los Estados Unidos y el Canadá. Al finalizar la reunión , el Sr. George Weltner dijo: "La mejor asamblea de ventas que he presenciado en mi vida ha sido la primera dirigida por Jerome Pickman." En el mismo ánimo, el grupo se trasladó a Chicago, donde se habian reunido los delegados de la parte oeste de los Estados Unidos. Esta reunión se condujo tambien con mucho entusiasmo y hemos dedicado varias páginas del numero corriente ilustrando e informando lo que ocurrió allí. Todo lo transcurrido en las dos reuniones contribuye a un gran entusiasmo en la futura producción y distribución de Paramount.

En las dos reuniones estuvieron presentes el Sr. Balaban y el Sr. Jack Karp, quien trajo de Hollywood un maravilloso informe sobre la producción corriente y futura. Este informe ha sido impreso en forma de folleto y será distribuido a todas las oficinas del mundo, indudablemente, será traducido para beneficio de todos. Suplementaremos ese folleto con abundantes ilustraciones en "Paramount World" a finde tenerlos informados sobre lo que creemos es el más brillante producto que Paramount ha tenido en lás últimas décadas. Dos películas fueron exhibidas en privado para los delegados de las dos reuniones. Estas fueron "El Rostro Impenetrable" (One Eyed Jacks) y "La Dama del Vison" ("All In a Night's Work"). Ambas fueron muy elogiadas.

Mientras este numero está en proceso de impresión, el Sr. Weltner estará visitando Australia y Nueva Zelandia, siendo esta su primera visita a esa parte del mundo en los últimos once años. Llevará consigo las brillantes impresiones obtenidas en las reuniones de Nueva York y Chicago y tambien informará a los paramountistas de Australia y Nueva Zelandia como tambien a la industria en general, los importantes planes hacia un continuo progreso en el campo de la cinematografía.

La última producción de Jerry Lewis, titulada "The Ladies' Man" está próxima a terminarse y se anticipa sea una de las más entretenidas de este comediante. Pero el inmenso decorado corporeo que fué construido para esta película, y el cual ilustramos el mes pasado, todavia está en pie en el Escenario 15. Es una de las mayores construcciones que se hayan visto en Hollywood y ha sido contemplada con admiración por visitantes de todas partes del mundo. Cuando usted vea "The Ladies' Man" comprenderá inmediatamente como este tipo de construcción ha hecho posible una nueva clase de producción que a su vez ha producido una nueva clase de entretenimiento.

En el curso de los próximos meses todo el mundo cinematográfico se dará cuenta de la importancia del "super-drama" de Marlon Brando "El Rostro Impenetrable". Se ha tomado mucho tiempo en crear esta película pero este será corto en comparación con el largo tiempo en que será recordada esta excepcional película. La versatilidad de Brando es un hecho reconocido, pero su actuación pasada quedará pálida en comparación con la personalidad vengativa que él creó (bajo su propia dirección) para "El Rostro Impenetrable". Esta es una magnífica película, que exige una magnífica demostración de esfuerso de parte de cada paramountista en el mundo entero.

"Hatari!" Looms As 'Terrific!'

"Hatari!" already is evoking heavy and important newspaper attention. The New York Times of January 22nd carried an article on the Howar Hawks production spread over four columns, date lined from Arusha, Tanganyika and written by James W. Merrick.

Indicative of the personalities in the film was this significant paragraph:

Heading the cast of "Hatari!" are Hollywood's John Wayne and Red Buttons, Italy's Elsa Martinelli, France's Gerard Blain and Michele Giradon, Germany's Hardy Kruger, an Valentin de Vargas, a native of New Mexico.

Then with respect to the animals in the pic ture, the Times article had this to say:

Supporting (and competing) with the huma cast will be a comprehensive and representa tive collection of African game, ranging from elephant and lion to buffalo, leopard, lynx, hyena, zebra,giraffe, wildebeeste, impala, monkey, chimpanzee; hippopotamus and rhinoceros. To catch and film the African black rhino, Hawks was accorded unprecedent ed permission from the Tanganyika Game Department, rhino having been declared "royal game," a protection necessary to insure its continued existence. On completion of this sequence (and its brief filmic career) the royal rhino will be released. Other animals where suitable, are destined for a life of ease and safety in American zoos.



Japanese star Yoko Tani has a leading role in "My Geisha," Steve Parker production co-starring Shirley MacLaine, Yves Montand, Edward G. Robinson and Robert Cummings.

In order that she might report to the Tokyo set of "My Geisha," Miss Tani was compelled to cancel a scheduled personal appearance tour in behalf of "The Savage Innocents," in which she co-stars with Anthony Quinn.

Miss Tani portrays a geisha who instructs Miss MacLaine in the fundamentals of that honored Japanese profession. The Technicolor comedy is being filmed in Japan under the direction of Jack Cardiff, from a screenplay by Norman Krasna

PARAMOUNT'S FOUNDER WAS 8 8 YEARS YOUNG ON JANUARY 7th LAST



A D O L P H Z U K O R at 88. This was Mr. Zukor on January 6th. (the day before his actual birthday) as the Studio feted him. The founder, and present chairman of the board, of Paramount, was in wonderful form and responded with typical vision and vigor to everything said and done. Flowers beside him were the gift of the internationally renowned film columnist, Louella O. Parsons.



While Mr. Zukor cuts his 88th birthday cake, he is backed up by a group of well wishers, including Y. Frank Freeman, studio head Jack Karp, Pat Stanley who plays opposite Jerry Lewis in "The Ladies' Man", Geraldine Page who co-stars with Laurence Harvey in Hal Wallis' "Summer and "Smoke," and production chief Martin Rackin.





Producer Hal Wallis never fails to salute the veteran Paramount executive on this most important anniversary.



Four mighty contributors to Paramount product supremacy: L to R - Jack Karp, vice president and studio head; Adolph Zukor; Y. Frank Freeman, vice president; Martin Rackin, production head.

The anticipated note of comedy from Jerry Lewis was both charming and imaginative, and thoroughly enjoyed by the guest of honor. It was a photo (somewhat retouched) of Adolph Zukor and Jerry Lewis. It showed Mr. Zukor at age 34, and Mr. Lewis at age 88.

Jerry, modestly proud of his artistry, stands by. At left is Jack Karp, Paramount vice president and studio head.



One of "THE SAVAGE INNOCENTS"

Paramount WORLD
Vol. 7, No. 3 March, 1961



Fred Astaire and Debbie Reynolds Make Wonderful Music Together in "The Pleasure of His Company"

Never the Same Role Twice.....

Marlon Brando's "One-Eyed Jacks" presents the Academy Award-winning star in his 13th screen role, no two of which have been the same.

Brando, who early in his acting career vowed that he would never play the same type twice, also branches into a new field with "One-Eyed Jacks." It marks his debut as a director.

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Volume 7, Number 3 March, 1961 ALBERT DEANE, Editor

On March 30th, Paramount will premiere at Loew's Capitol Theatre in New York, one of the most exciting, most controversial, most nerve-shocking and withal most thrilling pictures our company has ever had associated with its trade mark. It is called "One-Eyed Jacks" and it will have the whole world wide-eyed with its senses-blitzing action, its brilliant acting performances and, in a large and important sense, its powerful potential of popular entertainment.....There is no real precedent to "O-E J" in Paramount history, and the launching plans for this picture are likewise without precedent, since it gets its send-off into the world at the time when Paramount's domestic distribution force is taking the most forward step in its history, manpowerwise.

It is inevitable that "O-E J" will write film history of the most sensational character.



IDLEWILD AIRPORT, New York: Karl Malden, co-star of "One-Eyed Jacks," arrives for the beginning of a personal appearance tour in behalf of the picture. He will go to Boston, Philadelphia, Chicago and Washington. Above, he gifts the flight hostess with a "One-Eyed Jacks" souvenir.



BUSINESS-WISE EXHIBITORS WHO HAVE SEEN "O N E-E Y E D J A C K S" HAVE THIS TO SAY:

Ben Gladstone of the Century Circuit in New York said that it "Has the high class that 'Shane' had and expect it to do equally as well, or better"....Bernie Myerson of the Fabian Circuit called it "A great picture, should be a blockbuster".....Minneapolis branch manager Jess McBride reports mingling with exhibitors after their screening, and says: "The comments were all fine, which is unusual coming from exhibitors, as there are usually a few who are negative - but not on this one".....Bernie Brager, branch manager in Dallas, gave this overall exhibitor reaction: "Audience reaction to the picture was tremendous and comments were very good. I heard nothing but praise for the picture".....Here's one item out of the report of Ward Pennington, Milwaukee branch manager, on his exhibitor screening: "There were a number of women in our audience and they all stopped by to tell me how much they enjoyed this show. I feel that this is a great indication of the power ONE-EYED JACKS will have."

Ulrik Smith, branch manager in Philadelphia, quotes this exhibitor's comment: "This picture is like a tailor who sets out to make a tailor-made suit and each piece is dove-tailed to fit the model. It's a great picture and the fact that Brando is in it should certainly make it a good box-office attraction".....A New York City exhibitor said: "I came to this screening expecting to see a Western. ONE-EYED JACKS is not a Western or a so-called outdoor picture. It is a taut, tense, tenacious drama of an unyielding conflict between two strong men - with a background photographed in breath-taking Technicolor."

MORE NEWS ABOUT THE FILMS EN ROUTE

NEW PRODUCT IS IN THE SPIRIT OF THE SUPER-SIXTIES



Audrey Hepburn, George Peppard and Buddy Ebsen face a moment of conflict in one of the dramatic scenes of "Breakfast At Tiffany's." Picture is for the most part, however, a swift and extremely funny comedy -- one of a flock of Paramount comedies for 1961.

oooooooo

Spread throughout this issue are many glimpses of the upcoming Paramount product which seems destined to make the year 1961 perhaps the most memorable in the history of our company. We showed a packet of this product last month, and it is a sure bet we will have more of it next month, and all of the months beyond that one.

For we know, and the exhibitors know, and all of the industry knows, that Paramount really has struck 'pay dirt' -- and the solid gold product bearing the industry's most celebrated Trade Mark has begun an endless flow.

And all manner of entertainment pictures, too -- drama, spectacle, comedies of the heart-warming kind, unusual thrillers like "Hatari!"

JOSEPH HAZEN REPORTS ON "SUMMER AND SMOKE"



Laurence Harvey and Geraldine Page in one of the many tender scenes of "Summer and Smoke."

Joseph H. Hazen, partner of Hal Wallis in Wallis Hazen Productions, invariably travels from his New York headquarters to Hollywood to view the first editing of each new Wallis production. His reaction to "Summer and Smoke" is cogently stated in the telegram he sent to George Weltner, which said:

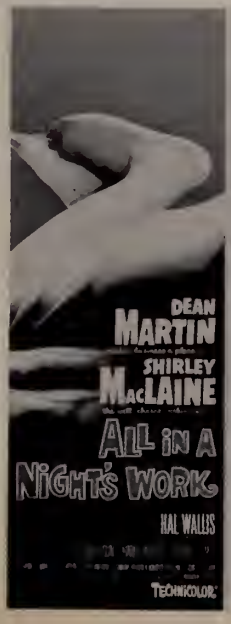
LAST NIGHT HAL RAN HIS FIRST EDITED VERSION OF "SUMMER AND SMOKE" AND WHEN THE LAST FOOT OF FILM HAD BEEN RUN THERE CAME INTO BEING A GREAT CLASSIC OF THE SCREEN. LAURENCE HARVEY TOPS HIS PERFORMANCE IN "ROOM AT THE TOP" AND EMERGES AS ONE OF THE MOST IMPORTANT MALE STARS IN THE BUSINESS TODAY. GERALDINE PAGE'S PERFORMANCE POSSESSES THE MAGIC-LIKE QUALITY OF GARBO AND FULFILLS TENNESSEE WILLIAMS' PREDICTION AS STATED BY HIM IN LIFE MAGAZINE THAT SHE WILL BECOME THE AMERICAN DUSE. I BECAME SO COMPLETELY ABSORBED IN THE STORY AND THE INSPIRED, DISCIPLINED PERFORMANCES OF HARVEY AND PAGE, THE PICTURE CAME TO LIFE WITH REAL FLESH AND BLOOD CHARACTERS AND I LIVED AMONG THEM. THE SETS, DECOR, WARDROBE AND PHOTOGRAPHY TRANSPOSE ONE INTO THE ENVIRONMENT OF THE PLAYERS. "SUMMER AND SMOKE" SO COMPLETELY PERMEATES INTO ONE'S VERY BEING THAT FOR HOURS AFTERWARDS YOU ARE STILL UNDER THE SPELL OF THAT SUMMER.

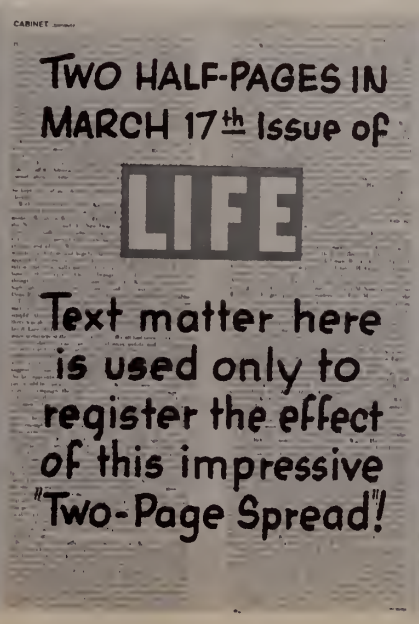
"SUMMER AND SMOKE" WILL DOUBTLESS BE NOMINATED IN EVERY CATEGORY OF ACADEMY AWARDS, FROM THE PICTURE TO THE EDITING. I HAVE BEEN ASSOCIATED WITH HAL FOR 17 YEARS AND ALWAYS MARVEL AT HIS MASTERLY HANDLING AND GUIDANCE IN MAKING CLASS "A" PICTURES. THIS TIME HE HAS OUTDONE HIMSELF AND "SUMMER AND SMOKE" WILL STAND OUT AS THE HIGH MARK OF HIS DISTINGUISHED CAREER. THIS FILM WILL BRING PARAMOUNT PRIDE AND PLEASURE IN THE MOST PARAMOUNT OF PARAMOUNT PICTURES.

(sgd.) JOSEPH HAZEN



Jerry Lewis seems a bit doubtful about the range of Helen Traubel's voice in this scene from "The Ladies' Man" -- but audiences will be delighted at the notes that the Metropolitan Opera star pours forth every once in a while in the course of this delightful comedy.








HOT
Fighter


COLD
Killer


TENDER
Lover


BOLD
Chiller

EXTRAORDINARY PICTURE ("One-Eyed Jacks") COMMANDS EXTRAORDINARY FIRST RELEASE FORMAT**



ONE EYED JACKS
INFORMATION GUIDE
FROM PARAMOUNT PICTURES CORPORATION

Bearing the symbolic figure of Marlon Brando as "a man haunted by the spirit of vengeance," this is the cover of an information guide that has been given wide distribution among critics, publicists, theatre public relations specialists and Paramount field representatives in the interests of the widest possible knowledge of "One-Eyed Jacks."

Marlon Brando's "One-Eyed Jacks," already one of the industry's all-time precedent-setters, will world-premiere at New York's Capitol Theatre on March 30th. (We will detail this important event next issue).

Precedent will be set again in the fact that the picture will be presented under a special audience convenience policy, featuring both regular and 7-day advance sale of tickets for continuous performances at popular admission prices.

Differing from usual continuous performance procedure by enabling patrons to purchase tickets in advance to guarantee seating at the showing of their choice, the unique "One-Eyed Jacks" presentation policy will also enable the public to buy tickets at the box office for all showings in the regular manner. Current and advance sale will be regulated so that no performance will ever be sold beyond capacity.

As an additional convenience, tickets for advance performances of "O-E J" may be purchased not only at the Capitol but also at all Loew's theatres in Manhattan, Brooklyn, the Bronx, Queens, Westchester and New Jersey. Tickets will be sold for all performances as far as a week in advance. Due to the large number of neighborhood theatres selling tickets to the public residing outside the vicinity of the Capitol Theatre, mail orders will not be accepted. The plan is being prepared for use in all of the other engagements for the picture set across the nation, and is expected to be put into effect in other parts of the world.



HOLLYWOOD - The Cinema Class of the University of Southern California, evincing deep interest in the making of "One-Eyed Jacks," was invited by Pennebaker Productions to convene in the Paramount Studio projection room and ask all manner of questions. Answering them would be Frank P. Rosenberg, the film's producer; Karl Malden, the film's co-star with Marlon Brando; and Arthur Knight, eminent film reviewer of The Saturday Review, who is also an instructor at USC.

At top left, the battery of three answerers face their audience (right). At lower left, Karl Malden supplies what is surely a convincing answer. Lower right is the scene from rear of the projection room.



For the entire month of March the main lobby of Loew's Capitol Theatre in New York has been graced by this compelling display for "One-Eyed Jacks." Premiere date of March 30th is at the left. At right is Edward Brunner, manager of the Capitol, showing the display to a patron.

NEWS AND PICTURES FROM THE NORTH AMERICAN BRANCHES***

When you see what some girls marry, you realize how they must hate to work for a living.
Helen Rowland



JOHN WAYNE (above) is back in Hollywood for the interiors of the Howard Hawks animal thriller, "Hatari!" This exciting saga of animal hunters is approaching final editing stages and will be ready for release later in the year.

He who will not reason is a bigot; he who cannot is a fool; and he who dares not is a slave. William Drummond

Visitors to New York City - and especially the ones who shop, or window-shop, on Fifth Avenue - will quickly recognize this figure. It is the Bearer of Time outside the Tiffany store at 57th St. It plays an important bit in "Breakfast At Tiffany's."



NEW ORLEANS Greetings from the land of the Mardi Gras. All of New Orleans was in an especially festive mood February 14th, celebrating Mardi Gras day. Visitors couldn't have asked for a better day as the sun shone brightly and the temperatures were in the high 70's.

On the subject of Mardi Gras, Jane McDonnell was a maid in the Krewe of Iris and also rode on one of the floats in the parade, which, incidentally, was one of the prettiest parades this season.

When "One-Eyed Jacks" was given a special screening in Cincinnati recently, a member of the audience was the highly influential film critic of the Cincinnati Post-Times Star. According to Paramount branch manager William A. Meier, Mr. Stevens told him that he didn't want to see any more pictures during 1961 because he had just seen the 1961 Academy Award-winning picture, and also "one of the greatest individual performances of all time."

The movie industry was saddened by the death of Mrs. Carmen Smith, local President of the WOMPI'S. Mrs. Della Favre, Paramount ass't. cashier, succeeds Mrs. Smith as the new WOMPI President.

Salesman Eddie Richard's daughter, Rae Ann, home from the hospital after a bout with pneumonia which kept her confined for about six weeks.

Birthday greetings to branch manager Bill Holliday, who celebrated his birthday February 26.

We're all looking forward to the opening of the long awaited "Suzie Wong" and also to the sneak previews of "All In A Night's Work" and "One-Eyed Jacks".

--Cleyton Casbergue

CHICAGO Things are humming around the Chicago Branch in anticipation of the first outlying runs of "Suzie Wong" and "Breath Of Scandal" on March 10. The city drive-ins are opening, and if we continue to be blessed with the fine weather Chicago has been enjoying for the past month, it looks like a great day for the drive-ins and Paramount.

Zone 1 Salesman, Lou Goldberg, returned from a visit to the Kohlberg Drive-In Circuit, and besides contracting for "Suzie Wong" and "Breath Of Scandal" for 5 drive-in theatres, he sold 22 old features as additional product for all 5 drive-ins. This makes a total of 110 additional pictures, all to be played during the Drive.

Jack Armgardt, Zone 2 Salesman, returned from Springfield, Illinois, where he signed Kerasotes Circuit for 59 pictures for their 6 drive-in theatres. This, after he recently returned with a handful of contracts from the same outfit for 84 pictures for their conventional theatres.

We more than welcome our new Zone 3 Salesman, Carl Lind.

Mrs. Evelyn Wendling, our "girl" at the switchboard, vacationed in Hollywood, California. She post-carded us that she visited Paramount Studios and would give us a detailed briefing on all the good things she has seen.

This is our first drive under the able supervision of our genial Branch Manager, Dick Frank. The enthusiasm and wonderful office spirit that now permeates throughout this Branch is bound to pay off in the final success in the drive. One can feel this in the air one breathes. Chicago is a dedicated branch.

--L. L. Goldberg

CHARLOTTE Too often good pictures on today's market fail to live up to expectations. This, however, cannot be said for "The World Of Suzie Wong". In this great picture, we have a real Blockbuster, not only from an entertainment standpoint, but also at the boxoffice. The measure of success for any picture is the impression it makes upon the public and "Suzie" is the talk of the territory.

In addition to our current success, we also have other fine releases coming up that we expect will be Blockbusters. Certainly they have all of the ingredients to entertain.

As long as our production department gives us these fine pictures, we will continue to lead the film industry.

- Joe Cutrell

A Correction

At the time of preparation of our 9 language columns, it was the expectation of Mr. James E. Perkins, president of Paramount International Films, that he would be in England and Europe during March.

His plans, however, were altered and he is in Latin America until about mid-April.



LONDON - Nancy Kwan, in the British metropolis for the Plaza Theatre premiere of "The World of Suzie Wong," decorates Piccadilly with her charming presence. The Ray Stark production for Paramount continues to prove a British hit of immense proportions.

3 NEW APPOINTMENTS AS ASS'T GENERAL SALES MANAGERS.....

ONE-TEAM RE-ALIGNMENT

Jerome Pickman Appoints Hugh Owen, Sidney G. Deneau and Howard G. Minsky as Aides in Most Progressive Step in Paramount's Distribution



HUGH OWEN
...in charge of the National Sales Department.



SIDNEY G. DENEAU
...in charge of the Home Office Sales Department



HOWARD MINSKY
...in charge of the Sales Administrative Department



JEROME PICKMAN
General Sales Manager

A RE-ALIGNMENT of Paramount Pictures' domestic sales organization has been effected in a far-reaching program to implement the most effective method of marketing individual pictures on an area-by-area basis and to be of greater service to theatres of all types and sizes, it was announced by Jerome Pickman, vice-president and general sales manager of Paramount Film Distributing Corporation.

Under the over-all supervision of George Weltner, vice-president in charge of world sales, the new sales and administrative system has been designed to meet changing marketing conditions. The domestic sales organization will be structured under Mr. Pickman into three departments, each supervised by an Assistant General Sales Manager.

The new Assistant General Sales Managers and their respective departments are: Hugh Owen, in charge of the National Sales Department; Sidney G. Deneau, in charge of the Home Office Sales Department, and Howard Minsky, in charge of the Sales Administrative Department. They will continue to headquarter in New York.

The National Sales Department under Mr. Owen will be responsible for the sales and administrative functions of Paramount's 28 branch offices, and will supervise branch selling at the local level.

The Home Office Sales Department under Mr. Deneau will be responsible for the sales of Paramount product to national and other major theatre organizations throughout the country.

Assigned to the Home Office Sales Department, but continuing to operate in the field, will be the five division managers, who have been designated as Regional Sales Managers. They are: John G. Moore, Boston, New England and Mid-East; W. Gordon Bradley, Atlanta, Southeast; Alfred R. Taylor, Chicago, Midwest; Tom W. Bridge, Dallas, Southwest; and H. Neal East, Los Angeles and West Coast.

"Freeing the Regional Sales Managers from administrative responsibilities will enable them to devote more time to constructive planning," Mr. Pickman noted.

The Sales Administrative Department under Mr. Minsky will be allied with the other two sales units as well as with the regional and branch offices. This department, Mr. Pickman said, "will in effect be a sales support unit in coordinating the efforts (turn to Page 28)

ON AND ON CONTINUES THE MIGHTINESS OF "THE TEN COMMANDMENTS"



JERUSALEM - Cecil B. DeMille's "The Ten Commandments" has experienced a mammoth success at the Zion Cinema here. Above is a view of the immense wooden standee of Moses being readied for display on the exterior of the Zion. (Contrast its size with the men standing beside it).



Here is the standee in place on the Cinema Zion, high above the street. Paramount manager Ladislav Koch advised that the standee was so big "it could be seen from the neighbouring Trans-Jordan city.

HAIFA, Israel - Crowds of hopeful picturegoers clustered around the May Cinema here long after the box-office had announced no more tickets available for that night's performance of "The Ten Commandments."

Re-Opened by "Commandments"

ALDINGA, South Australia: Six months ago Exhibitor D.J. Caffrey closed down his Aldinga Theatre under competitive pressure from TV and a Drive-in. Late last month he opened the cinema again - for a special engagement only.

The reason for the reopening? Cecil B. DeMille's "The Ten Commandments" — the mighty film that's still bigger than TV.



STOCKHOLM - This car, with a rotating billboard, is giving out the news throughout the city's streets that "The Ten Commandments" was showing at the Palladium.

KILLARNEY, Queensland, Australia: - Manager A. Mackenzie of the Capitol here reports that "The Ten Commandments" drew patrons from more than a 30-mile radius. Town has a population of 846 - but 1102 saw the DeMille film.... many of the 1102 rarely attending the cinema.



STOCKHOLM - This is the spectacular, modern front of the Palladium Theatre which presented Cecil B. DeMille's "The Ten Commandments" to the picturegoers of this city.

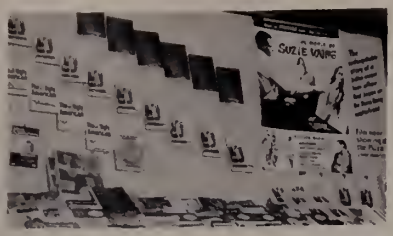


The escalator of Stockholm's subway system was a perfect place to announce that "The Ten Commandments" was at the Palladium.





Seldom has a city had lavished on it such a fine shower of showmanship as did Stockholm in advance of the coming of "The Ten Commandments." In the scene above is a car with a revolving advertisement for Cecil B. DeMille's great production, while the wall bears a sample of the city-wide postering.



LONDON - Fine book tie-up for "The World of Suzie Wong" on the main bookstall of W.H.Smith in the always-thronged Piccadilly Circus Underground station.



BRITISH AUDIENCES HAVE HITS FROM PARAMOUNT BOTH ON THEIR SCREENS AND UPCOMING SOON



LONDON - A cherished moment for young Michael Campbell Reed, who has just presented a bouquet to Her Majesty Queen Elizabeth the Queen Mother at the 1961 Royal Film Performance at the Odeon Theatre. Michael is the son of Paramount head office sales executive Peter Reed and a nephew of Monty Morton, managing director of United Artists.



LONDON - Cover of the February issue of British Photoplay Magazine gives some indication of how the publicity on Marlon Brando's "One-Eyed Jacks" is really beginning to move like an avalanche. Story on the Brando film covered 4 pages, and was definitely provocative from any audience standpoint.

"G. I. Blues" Sure-fire for Queues...

MANCHESTER - This is but one section of the queue-line of fans who stormed the Plaza, All Saints, on opening day for the premiere of Hal Wallis' "G.I.Blues" -- and it was this way for the remainder of the engagement. At right is a close-up of the fan line, all of whom hail with glee the fact that Hal Wallis again has teamed Elvis Presley and Juliet Prowse in "Blue Hawaii.





LEEDS - Valerie Betty and Lesley O'Brien are a couple of most attractive Paramounteers who believe in helping their company in every way possible. That's why they donned cheongsans (which had been used in the Ray Stark production) and travelled the thoroughfares of this city, as shown above, calling at restaurants and distributing posies to every lady dining. All in the interests of "The World of Suzie Wong," and so that Leeds branch manager Bert Marshall would register an even greater distribution success with the William Holden-Nancy Kwan romantic drama. Importance of the stunt is noted from the fact that the Yorkshire Evening News, one of the nation's most influential papers, gave it editorial and picture mention. Congratulations to you, Valerie and Lesley! (Lesley is at the left).



LONDON - Two of the fine window displays for "The Elvis Presley Story" by R.Welfare, Great Suffolk St., S.E.1.

LONDON - What is forthcoming for the British film industry so far as Paramount supply is concerned, was explosively domonstrated in this 'socko' Paramount advertisement spread across two pages of The Daily Cinema - the film paper that the top news is Reddin.



Harold Syer, Paramount's traffic manager in London, was one of the honoured guests on the B.O.A.C. inaugural flight, London to Los Angeles, over the polar route. Harold subsequently paid his first visit to Home Office in New York before flying B.O.A.C. back to London.



TOKYO - A fine photographic display for "G.I.Blues" at the Nishi-Ginza department store, and, at right a typical newspaper advertisement for the picture during its highly successful Tokyo run.



Below
ONE PRESLEY
EQUALS
TWO PRESLEYS



BANGKOK - Last month we pictured the spectacular showing of Hal Wallis' "G.I.Blues," as the inaugural attraction at the magnificent new Paramount Theatre. It is now reported that the picture ran for six weeks, and grossed as much as did "Loving You" and "King Creole" combined. Moreover, the demand was such that "G. I. Blues" is to be brought back for a repeat engagement in a few months' time.

The above picture, taken while "G.I.Blues" still was running at the Paramount, shows the decoration hailing the return of Their Majesties the King and Queen of Thailand from their around-the-world journey of goodwill.

世界市場での大成功を期待させる「片目のジャック」

一九五八年八月に撮影を開始したパラマウント初のマーロン・ブランドーの作品「片目のジャック」は漸く公開の運びとなり世界の映画ファンの前にその驚異の偉大さを現そうとしている。何ケ月に亘る入念な編集の課程を経たのち「片目のジャック」は数千万に上る各国のブランドーファンの期待のうちに封切の日を待つている。ニューヨークでは一群の専門家達が最近数年間にあつて最大の期待を持たれているこの映画の公開に対して慎重な準備を進めているがそのプレミアショウは超大作にのみとつて置きの光彩をもつてキャピトル劇場で華々しく行われることになつている。当日の盛況の模様は本誌で詳細に取上げることになつている。

今月の特集記事の一つはパラマウント・インターナショナル・フイルムズの新しい宣伝広告部長の資格で初の現地任務を担当したチャールズ・P・ジュロー氏の活躍についての報告である。同氏の担当地域はラテンアメリカの全地域で、主要封切先での「サイコ」のショウマンシップに活動の重点が置かれている。

海外旅行の途中にある首脳部の動静として本号では更にジョージ・ウエルトナー氏のオーストラリア及びニュージーランド訪問の模様をお伝えする。掲載された写真によつて今度の旅行中にみられたウエルトナー氏歓迎の模様を明瞭にみることが出来る。

尚パラマウント・インターナショナル社長ジェームス・イー・パーキンス氏も本誌が印刷に廻る頃英国及びヨーロッパを訪問の予定である。

繁忙続くパラマウント撮影所

過去三ケ月間ハリウッドのパ社撮影所は異常な繁忙を続けたが、本誌三月号が印刷に廻る頃も撮影所は依然として繁忙を続けることが明らかである。本誌ではこの製作活動のすべてについて報告を行うことになつているので飜訳の上ご承知願いたい。盛んな製作活動の状況からみて今年は最良の年になることが、予想されるが作品の多くはデミルの「十戒」と同じく数年間先に亘つて多大の興収を約束するもので心強い限りである。

尚「十戒」はアメリカ国内市場では配給を終つたが海外市場では今尚配給を続けている。世界市場での「十戒」の活動については別に一頁を割いて報道したが、この巨編の動向がニューズバリューを持つ限り、いつまでも最少限一頁をこの映画のためにリザーブするつもりである。

「サイコ」驚異の成績を継続

一方「サイコ」についてのニュースは依然として驚異的で、今日までに収めた成績が我々の想像を絶したものである許りでなく、ヒッチコック氏が引続いてパ社のために製作する作品を一体どのようにして「サイコ」を更に上廻る作品に作り上げるのだろうかという疑問を起させるのである。

ヒッチコック氏は「サイコ」の製作中巧みな沈黙のカーテンを引いたが、今度はその次回作について更に外部からかいま見ることさえ出来ない極秘のカーテンをはりめぐらせて了つたのである。

× × × × × × × × × ×

終りに当つて「片目のジャック」について能う限り最大のリザルトをあげ得るようあらゆる可能な準備を進められるよう切望する。

FILM-PROCESSING "MY GEISHA" ON LOCATION IN JAPAN

TECHNICOLOR WIZARDY KEEPS PACE WITH THE CHANGING, MOUNTING TECHNICAL PACE OF THE FILM INDUSTRY....HERE IS ONE FACET OF VERY DEFINITE INTEREST TO US ALL.

Major Advance in Field Work

Although for many years it has been common practice to send production camera units from one land to another to shoot "on location," the Technirama mobile printer is probably the first example of similar operations for commercial laboratory work. Until its introduction, Technirama negative shot in Europe could only be processed and rush-printed at the Technicolor laboratories in London, Paris or Rome, where the special anamorphic printers needed were available to make 35-mm prints of CinemaScope format from the double-frame image photographed in the Technirama cameras.

Many Technirama features have been produced in studios in other countries, particularly in Germany and Spain, but it has been realized that sending negative for processing to a different country, even by air, involves a delay which could be inconvenient to the producer who normally expects to see his rush prints on the day following photography.

Last year, therefore, F. George Gunn, joint general manager of Technicolor,Ltd. (London). initiated the project of building an anamorphic printed in a mobile caravan which could be sent "on location" to operate anywhere in the world at any film processing laboratory equipped to develop color negative...and so in Japan it is serving Paramount via "My Geisha."



The Technirama mobile printer as it appears ready for service on location. All that it needs for operation is electrical power from the local supply, and exposed film from the production unit.



Interior of the film-processing unit. Every part of the unit has been properly reinforced and scientically balanced to provide perfection in negative and positive results.

Yves Mirande, Shirley MacLaine and Robert Cummings in a scene from "My Geisha," first production to give the Technirama mobile printer a really practical try-out.





February 17th issue of Life magazine devoted its cover to Shirley MacLaine as she appears in "My Geisha." Issue also had a major feature story on the filming of the picture in Japan.



A reflective shopper is Audrey Hepburn in the real Tiffany store in New York, one of the world's foremost jewelry establishments. The store itself is one of the major features in "Breakfast At Tiffany's."



"Deadlock" is a fast-paced drama of fast living humans who go for speed where others go for caution. Jeffrey Hunter, Stella Stevens and David Janssen are the fastest of the bunch - and the harvests they reap are at least spectacular and breath-taking. Here, for instance, Stella Stevens is about to -- well, you had better wait and see, because you wouldn't believe us if we told you.

"Deadlock" is being produced and directed by actor Edmund O'Brien, for Paramount release.

The love theme from Marlon Brando's "One-Eyed Jacks" has been recorded by the duo-piano team of Ferrante and Teicher for United Artists Records.

"A FACE OCULTA" CONTÊM TODOS OS ELEMENTOS DE VALOR INTERNACIONAL. NOTAS VÁRIAS.....

A primeira produção de Marlon Brando para a Paramount, "A Face Oculta", cuja filmação começou em Hollywood em Agosto de 1958, está pronta para ser lançada no mercado mundial, para a sarisfação dos "fans" do ator-produtor por tôda a parte, que se contam em milhões. Em Nova York--tratando-se de um filme há tanto esperado--está sendo organizado um grupo de peritos publicitários para o lançamento do mesmo na cidade. Desta sorte, a estréia de "A Faca Oculta" terá lugar no Cinema Capitólio, devendo produzir o efeito e repercussão de uma "super" de primeira grandeza. Naturalmente, tratando-se de acontecimento de tal magnitude, daremos uma completa reportagem, rica de fotos e detalhes.

Uma das importantes notícias dêste mês refere-se a Charles P. Juroe, que acaba de partir em viagem à América do Sul como novo chefe de publicidade e anúncios da Paramount International Films. A sua função, que cobre tôda a América-Latina, põe ênfase no showmanship e com especialidade com relação ao lançamento de "Psicose", cujo êxito assim mais assegurado se conta.

Cabe ainda entre notas de viagem, a notícia que damos, com boas fotos, da passagem que fez Mr. George Weltner pela Austrália e Nova Zelândia em sua viagem de negócio pela Ásia. O entusiasmo do ilustre viajante se manifesta fotogràficamente nas cenas que mostramos.

Os Estúdios da Paramount em Hollywood estiveram muito ocupados nêstes três meses coma sua intensa produção, marcha que promete continuar. Em outra seção desta revista vão detalhados todos os trabalhos correntes nos Estúdios. E para melhor aproveitamento daqueles que não entendem inglês, essa reportagem devia ser traduzida nos territórios e agências no exterior. Tudo indica que êste ano será de grande prosperidade, cinematogràficamente falando, e o seu efeito poderá até se prolongar por vários anos, como se retifica com o constante êxito de OS DEZ MANDAMENTOS, de Cecil B. DeMille.



RIO DE JANEIRO - Delegates to the "Psycho" sales and showmanship convention shown in the Paramount projection room immediately prior to the showing of the Hitchcock shocker. L to R, front row: Michele A. Mancini, São Paulo branch manager; José de Barros Monteiro, Recife branch manager; Theorminio Barbuy, São Paulo sales dept. manager; José Vasco de Abreu Lopes, Rio de Janeiro branch manager; Pedro de Souza Costa, assistant sales manager, Rio de Janeiro. 2nd. row: Ruy S.A.Ribeiro, Botucatú branch manager; Jamil Seleme, Porto Alegre branch manager; Eugenio P. Freitas, Ribeirão Preto branch manager; Sebastião R. Carvalho, Belo Horizonte branch manager; Francisco Newton da Frota, Curitiba branch manager. (Two attendees in last row not identified in caption).



RIO DE JANEIRO - Head table at the special luncheon held here on March 2nd for an exposition on the "care and handling of 'Psycho'." Shown L to R are: Francisco Newton da Frota, branch manager, Curitiba; Pedro Germano, assistant general manager; Charles P. Juroe, director of publicity and advertising, Paramount International Films; A. Stephen Clug, general manager for Brazil; Henry B. Gordon, Latin American division manager; Adhemar Leite Cesar, sales manager for Brazil; Pedro de Souza Costa, assistant sales manager, Rio de Janeiro.

O fato acima requer explicar que embora essa bela produção tenha já sido retirada do mercado interno dos Est. Unidos, no estrangeiro os resultado do seu êxito continuam crescentes. Em outra parte tratamos dêsse fato com pormenores, pois OS DEZ MANDAMENTOS continuam vencendo.

Enquanto isto, a história fabulosa, criada em tôrno de "Psicose", continua aumentando. Este filme fantástico prossegue em seus triunfos onde já foi exibido, e espanta ver que Mr. Alfred Hitchcock já esteja trabalhando em em uma novo produção, sobre a qual vem guardando impenetrável segrêdo. Tal c omo seu deu com "Psicose," seu novo filme é assunto fechado a sete chaves. Em outras palavras, "mistério"...

E voltando ao filme de Brando, não se deve deixar possibilidade sem explorar, em se tratando do "tour de propaganda" para o futuro e luxuoso lançamento de "A Face Oculta".





SYDNEY - George Weltner listens as Norman B.Rydge (L) governing director of Greater Union Theatres,and Alfred Daff,former president of Universal International, discuss film matters.



MR.WELTNER HIGHLY PRAISES BUSINESS,PERSONNEL STATURE OF PARAMOUNT ORGANIZATION IN AUSTRALIA-NEW ZEALAND

George Weltner, Paramount Pictures vice-president in charge of world sales, found himself in the hands of a most competent organization during his recent business journey to Australia and New Zealand, his first to that part of the world in 10 years. Such a happy circumstance, provided by managing director R. A. Graham and his splendid co-workers, enabled Mr. Weltner, in 16 days in Australia and 5 in New Zealand to: Attend Paramount's 1961 national sales convention in Sydney; visit Brisbane and Melbourne; meet scores of industry,press, radio and TV personalities; attend private and official receptions in his honor; appear as guest on live radio interviews; give a number of key personal interviews for publication in top newspapers and magazines; maintain executive contact with Paramount in other parts of the world; discuss individual problems with Paramount branch managers and salesmen from every Australian state as well as New Zealand.

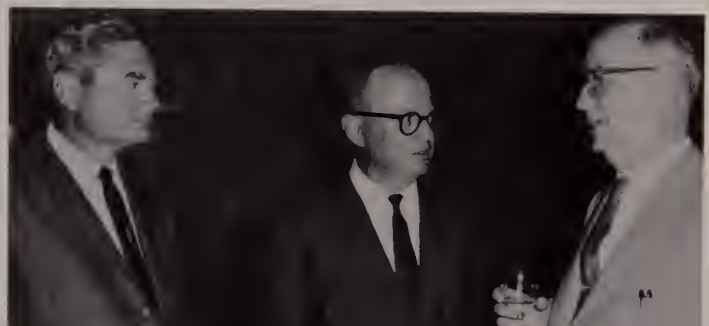
At his departure, Mr. Weltner expressed to Mr. Graham his high appreciation of the top efficiency of the Australian-New Zealand organisation.

SYDNEY - Paramount's fine head office projection room provided a fine setting for Mr. Weltner to meet the combined staffs of head office and the New South Wales branch. And the occasion obviously pleased all concerned.

Front Row: Denis Ailey, S.A. Branch Manager; Charles Hale, N.S.W. Branch Manager; Keith Farrands; Alan Wardrope, Advertising & Publicity Manager; Anne Haley; Sandra Allen; Mr. Weltner; Beverley Brown; Connie Agius; Peggy Crothers; Robin Ankers; George Nacard, General Sales Manager; Robert L. Graham, Managing Director; James A. Sixsmith, Secretary-Treasurer;
2nd Row: Neil Small; Joan Danswan; Win Carrick; Carol Kenny; Rene Talbot; Jeanne Linsdell; Wendy Morgan; Beverley Paris; Edith Griffith; Anne Martin; Ray Harris; Jim Flannery; Bob Kent;
3rd Row: Bernice McDonald; Gladys Gamble; Cleo Andrews; Fay Hardie; Judith Horvath; Pat Sloan;
4th Row: Marjorie Jupp; Rhona Cox; Dorothy Cuthbert; Heather Law; Kristine Alder; Pat Lowe; Mavis Macmullen; Leslie Dorahy; Barbara Brown; Stella Beale;
On Stage: Ron Steward; Steve Trombeta; Tony Green; Frank Laird; Arthur Naylor; Len Jones; John Winterton; Tom Bowden; Barry Uptin; Jack Tauchert; Norm Pearce; Kal Bagnall..



AUCKLAND - Paramount world sales manager George Weltner,in centre, and Australian-NZ managing director Robert L. Graham, at left, are welcomed to New Zealand by Stanley H. Craig, NZ general manager, and by a Maori message of greeting.



BRISBANE - Mr. Graham, Mr. Weltner and Mr. E.P.Griffin, secretary-director of the Wintergarden Theatre here.



MELBOURNE - As in all other instances on his journey,George Weltner met top local exhibitors here. He is shown with Garnet Curwen, at left. Others in picture are - Robert McLeish, Bill Howard, Paramount's managing director Robert L. Graham, and Roy Gubbins, himself a former Paramounteer.



MELBOURNE - Three-way talk between George Weltner (right), Robert L. Graham (left) and George Griffith, southern district manager for Hoyts Theatres, at film industry reception honoring Mr. Weltner.

AVENTURAS DE LA FAMILIA SUCARRAT, por Tinel

EL CORREO CATALAN. — Viernes, 24 febrero de 1961



We reproduce with pleasure a humorous cartoon strip from "El Correo Catalan" of Barcelona. This is the story: 1) He: "Come on! Have a quick lunch..... 2)...we have no time to lose." She: "What a mess! Always the same with football matches." 3) He: "I am not talking of football! We are going to see 'Psycho'!"

Promotions in Central America



PETER MORENO (above) has been promoted from Paramount managership in Trinidad to the post of Paramount manager in Central America, with headquarters in Panama. This promotion follows splendid service for Paramount in Port of Spain.



HOWARD ROCHLIN, following a period of intensive training service in Panama, has been made Paramount manager in Trinidad, succeeding Peter Moreno (above).

"JACKS EL TUERTO" CONTIENE TODOS LOS ELEMENTOS DE GRANDEZA INTERNACIONAL

* * * * * * * *

La primera película de Paramount hecha por Marlon Brando, que se comenzó a rodar en Hollywood en Agosto de 1958, en breve estallará ante el mundo con toda su grandeza y brillantez. Editada cuidadosamente durante todos estos meses, "Jacks El Tuerto" está ya listo para los millones de aficionados en todas las naciones que consideran a Marlon Brando entre los "grandes" del cine de todos los tiempos. En Nueva York, una unidad de especialistas están preparados para el lanzamiento de lo que resulta ser la película esperada con más anticipación durante años. En Nueva York, "Jacks El Tuerto" debutará en el Teatro Capitol con una brillantez reservada exclusivamente para películas de grandeza superior. Será un acontecimiento que cubriremos pictóricamente con el mayor detalle.

Uno de los epígrafes de esta edición será un reportaje fotográfico de la primera tarea de Charles P. Juroe en su nuevo cargo de director de publicidad para Paramount International Films. Este cargo comprende la zona de todo Latinoamérica, con atención especial a la presentación de "Psicosis" en todos los centros importantes de reportaje.

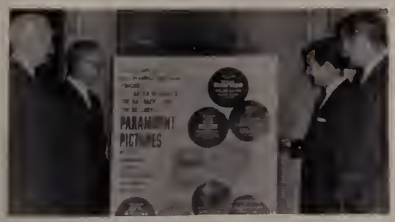
Tambien en el campo de noticias de viajes, ofrecemos en esta edición algunas fotografías adicionales sobre la visita de Mr. George Weltner a Australia y Nueva Zelanda. El entusiasmo con que fué acogido el Sr. Weltner durante este importante viaje de negocios se manifiesta claramente en estas fotografías. Otra noticia de viajes está relacionada con Mr. James E. Perkins, presidente de Paramount International, quien se encuentra en Europa en visita de negocios en el momento que reportamos.

El Estudio Paramount en Hollywood ha estado extraordinariamente atareado durante los tres últimos meses, y en el momento que reportamos esta edición de Marzo, sigue tan ocupado. En otros lugares hemos dado un resúmen de toda esta actividad de producción y esperamos que se traducirán las noticias para su información e indudable interés. Todo señala un año de pleno éxito por lo que se refiere a producción, con muchas películas de tal clase que continuarán su éxito en lo referente a ingresos, durante varios años, de igual manera que la película Cecil B. DeMille, "Los Diez Mandamientos".

Lo cual nos recuerda que aunque esta grandiosa película ha sido retirada de la distribución en el mercado doméstico, sigue sin cesar en el campo internacional. Tenemos otra página que se dedica a sus actividades mundiales, en esta edición, y proyectamos continuar editando por lo menos una página en cada edición sucesiva dedicada a "Los Diez Mandamientos" dutante el período en que continúe siendo de primer interés esta grandiosa película.

Mientras tanto, naturalmente, "Psicosis" continúa siendo una noticia fabulosa. Esta película increible no solamente deja pálida la imaginación en lo que se refiere a resultados dados hasta la fecha, sino que da lugar a reflexionar como es posible que el Sr. Alfred Hitchcock pueda idear algo mejor que "Psicosis" cuando comience la próxima producción para Paramount. "Hitch" produjo una estupenda "cortina de silencio" relativo a "Psicosis" cuando se estaba rodando; y tiene levantada una cortina aun más impenetrable alrededor de su próxima película.

Mientras tanto, no dejen de investigar cualquier posibilidad en preparación para los resultados mayores posibles de "Jacks El Tuerto".



BRISBANE - In Paramount's branch here, Mr. Weltner again admires the postered line-up of forthcoming Paramount product. L to R: Gordon Brookes, branch manager; George Weltner; Alan Wardrope, advertising and publicity manager; Robert L.Graham, managing director.



WITH GEORGE WELTNER IN AUSTRALIA AND NEW ZEALAND



WELLINGTON - New Zealand Paramounteers in person, and a welcome in the Maori language, greet Mr. Weltner in the New Zealand headquarters. In the front row: Robert L. Graham, managing director for Australia and New Zealand; Mr. Weltner; Stanley H. Craig, general manager for New Zealand; W.A. Malone, sales representative.

Middle row: Miss B.M.Gittus,typist; Miss M.O'Shea, film examiner; Miss S. A.O'Brien, typist; Miss B.Grice, typist; Miss N.Anderson, film examiner; Miss R.D.Leigh,typist; Miss D. E. Buckley, office junior; Miss R. Hewlett, typist.

Back row: K.M.Walsh,film despatch; J.L.Steedman,assistant booker; A. R. Grogan, secretary-accountant; J.Scott, ad sales; K.W.Gerrard, booker.

A souvenir of Australia that Mr. Weltner brought back with him bears the caption "Sydney Harbor." It is a glowing painting in oils by the eminent Australian artist, George Lawrence, himself a one-time Paramounteer.

The Paramount world sales head has other fine examples of the work of Mr. Lawrence, all of which he cherishes, but was especially happy to receive this newest canvas,presented at dinner in Sydney by managing director Robert L. Graham on behalf of "the boys of Australia."

IT STARTED IN NAPLES is a huge hit at the Sydney Prince Edward Theatre, topped only by "G. I. Blues" and "Psycho" as recent attractions.

Mel Lawton, general manager of the theatre reports that many patrons have named the cameraman as the real star of the film, with his fabulous shots of Naples, Rome and the Isle of Capri.



Staff Luncheon....

SYDNEY - One of many important Paramount events during Mr.Weltner's visit to this part of the world was a staff luncheon in the Kent Room of the Hotel Australia, at which the eminent visitor met convention delegates and department heads.

Clockwise, from lower left: Len Jones, NSW film service mgr.; Frank Heydon, head booker, Melbourne; Charles Hale,NSW branch mgr.; James A. Sixsmith, secretary-treasurer; George Weltner; Robert L.Graham, managing director; Bert Kelly, Victorian branch mgr.; Jack Edwards, West. Aust. branch mgr.; Alan Wardrope, advertising and publicity mgr.; Arthur Naylor,contract officer,Sydney; Kal Bagnall, salesman, NSW; Roy Chesteron,salesman,Qld.; Jim Train,salesman,Qld.; Tom Bowden,internal auditor; Ray Harris, NSW head booker; John Winterton, NSW salesman; Denis Kiley, Sth. Aust. branch mgr.; George Nacard,general sales manager; Gordon Brookes, Qld branch mgr.;Bert Matts, NSW despatch mgr.; Norman Pearce, NSW ad. sales mgr.; Jim Flannery, NSW salesman; Roy Howard,customs and censorship manager; Wes Loney, salesman, Victoria.



AUCKLAND, New Zealand - Film industry matters are discussed by George Weltner and Robert J. Kerridge, in centre as Trevor Kerridge (L) and R. L.Graham listen. Group are at the reception honoring Mr. Weltner's visit to the Dominion. Robert Kerridge is governing director of the Kerridge Odeon Circuit. Trevor Kerridge is a director of the same organisation.

LEFT

SYDNEY - Group at reception for Mr. Weltner. L to R - John Goulston, director of Greater Union Theatres; George Weltner; F. N. Leddy, managing director of Philips Electrical Industries; Hon. L.S.Snider,MLC, managing director Snider & Dean Theatres.

PARAMOUNT SHORTS ARE LONG ON ENTERTAINMENT

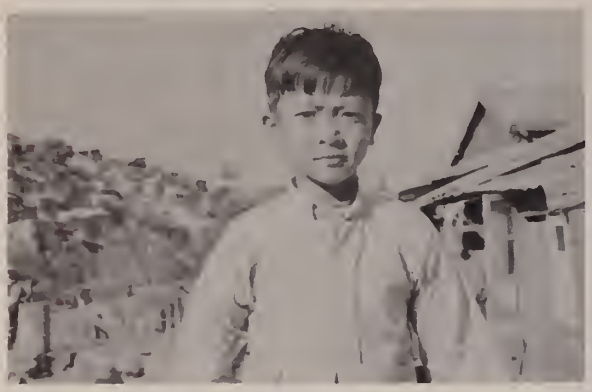


PANAMA - The cutout figure of Jerry Lewis here is perched not on a car, but on a power boat made available through the courtesy of Johnson Motors. The double bill at the Central Theatre was "The Bellboy" and "Boats A'Poppin" and the combination of Jerry and the powerboat told the populace of the treat they were in for at the Central. Our manager's report indicated that the audience found "Boats A'Poppin" interesting and exciting.

A very typical example of this proven fact is the case of "Porpoise Posse," pictured below. Here is a prime, paramount presentation of picturegoing pleasure - a film that sends audiences out of the theatre on a note of better living, better liking for motion pictures, and the desire for demanding more of this type of happy and wholesome screen entertainment.

"Porpoise Posse" is real and live and a a whale (correction: a porpoise) of a lot of fun. See it with ar audience and you'll get what we mean.





This is Lau Tak Sam, central figure of the fascinating and colorful "Lifeline to Hongkong." This powerful short feature in Technicolor is the true-life story of what happened to a brutally poor Hongkong boy who, despite a crushing poverty, dreamed one day of having an education - and of how his dream came true.

In the background (above) is the squalor in which Lau Tak Sam lived before a miracle from another world changed his whole life - via a "Lifeline To Hongkong."

Flashes!

NEWS ABOUT SOME UPCOMING SHORTS

SCANDINAVIAN SPRING is the tentative title of a short revealing the coming of Spring in Norway, Sweden, Denmark, Finland and Lapland. And of course it will be filmed in these countries, in color, just as soon as Spring 1961 gets ready to come forth.....Then there is an untitled 2-reel color short to be photographed at Saratoga Springs in New York State. It is the story of a boy who loves horses, finally gets one of his own and attains his life's ambition of becoming a big-time standardbred driver. (NOTE: Race horses are called thoroughbreds; trotters and pacers are standardbreds)..... And the next Sports Illustrated thriller is being photographed at Daytona Beach, Florida. It will depict the most exciting stock-car racing ever filmed in wide-screen and color.

AN ASSIST FOR THE PROGRAM

THE INCREASING NUMBER of extra long features hitting the market recently makes ever more apparent the value of short subjects to theatre operation. Many exhibitors tell us that features are becoming too long. In any event, there seems to be no lessening of the trend, and proper theatre programming is more a necessity now than ever before.

Recently, we caught a Paramount Sports Illustrated reel titled "A SPORT IS BORN." It was in vivid color and proved to be a most unusual and interesting subject. The daredevils whose audience-pleasing adventures have to be seen to be believed have founded a new sport, parachute jumping.

We don't hesitate to recommend it to audiences in all theatres. Whatever their entertainment tastes, they'll like it. It's shorts like this that will assist exhibitors no end in putting together the kind of shows that longer features demand.

So don't ignore them.

MOTION PICTURE EXHIBITOR

JANUARY 25, 1961

THIS IS SURE ABOUT PARAMOUNT SHORTS: THEY ARE ACQUIRING GAY THEMES, FAMILY FUN, AND FASCINATING GLOBAL LOCALES.

In pursuit of fulfillment of his dream of an education, Lau Tak Sam leaves the slums - the only world he ever has known - and goes into the city of Hongkong. Soon he becomes lost and bewildered, and has to seek the guidance of the police... One of the many poignant scenes in "Lifeline To Hongkong" - one of the finest shorts ever to bear the Paramount Trade Mark.



TELEMETER EXPANDS: HAS MORE 'LIVE' ENTERTAINMENT CREATED EXPRESSLY FOR PAY-AS-YOU-SEE

A major phase of new programming for Telemeter's pay TV subscribers in Toronto began on March 16th.

Highlighted by a live telemetercast direct from the theatre of "Show Girl," current hit Broadway musical revue starring Carol Channing with Jules Munshin, the first program offered to Telemeter's 6,000 subscribers include a production specially taped for Telemeter, an off-Broadway dramatic hit and a top star performance filmed...(cont. below)



In the board room of Paramount Pictures Corporation the press of the film and electronics industries receive news of the new and forward-thinking entertainments to be televised over Telemeter's pay-as-you-see system in Toronto. In the background, L to R.: Leslie Winik, vice-president of Telemeter; Louis A. Novins, International Telemeter's president; Jean Dalrymple, Telemeter's director of live productions; and Will Baltin, newly appointed administrative assistant to the president of Telemeter.

TELEMETER APPOINTMENTS



HY HOLLINGER



WILL BALTIN

The appointments of Hy Hollinger as Public Relations Manager of the New York office of International Telemeter Company, and of Will Baltin as Administrative Assistant to the President, were announced March 6th by Louis A. Novins, President of the company, a division of Paramount Pictures Corporation.

"The creation of these new executive positions reflects the increasing volume of activity and the constantly growing interest in Telemeter's 'Theatre-in-the-Home' system," Novins stated.

As Public Relations Manager of Telemeter's New York office, Hollinger will work in close association with Paramount's advertising-publicity organization. He has resigned from the editorial staff of Variety, of which he has been a member for the past ten years, to accept the new position with Telemeter.

Baltin joined Telemeter as a staff executive in 1953. A pioneer in the television industry, he was one of the first TV newspaper columnists, and in 1940 was named managing director of DuMont's New York TV station, WABD. From 1945 to 1950, Baltin served as executive secretary-treasurer of the Television Broadcasters Ass'n. He joined Columbia Pictures in 1950 as TV consultant, and helped to organize the Screen Gems division, producing its first film series in 1951

(continued)...in a Paris theatre. These programs were produced by Jean Dalrymple, director of the New York City Center Drama Company and Light Opera Company, under the supervision of Leslie Winik, Telemeter vice-president.

The following schedule was announced:

Gian-Carlo Menotti's musical drama, "The Consul," starring Patricia Neway who originated the leading role. This musical began March 15th, for a schedule nightly showing of one week.

The first direct-from-Broadway presentation, Carol Channing in "Show Girl" with Jules Munshin, will be televised "live" from the Eugene O'Neill Theatre on Sunday evening, April 2, only to Telemeter subscribers in Toronto. A specially invited audience at the theatre will provide Broadway color and atmosphere while the show is being transmitted. "Show Girl" will be taped in Toronto during the performance for repeat showings there for the remainder of that week. Other than this, "Show Girl" can only be seen at the Eugene O'Neill Theatre, New York City.

The widely acclaimed off-Broadway David Ross production of Ibsen's "Hedda Gabler," starring Anne Meachem and selected as one of the top performances of the New York current season, for the week beginning on April 20.

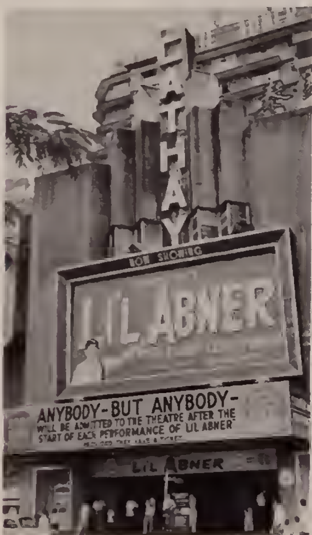
"An Evening With Edith Piaf in Paris," at the Olympia Theatre, Paris, where the internationally famed French star is currently playing to capacity houses, for the week beginning on May 4.

Scheduling of additional programs to follow the Piaf show will be announced in April. Some of these are completed and others are in various stages of production.

Telemeter's Theatre-In-The-Home families will have "first row" seats at performances of "The Consul" at $1.50 per household. This price for the whole family is but a fraction of current Broadway prices per ticket.

SHOWING ON TELEMETER, TORONTO, March 5-18..."Geisha Boy" and "Tarzan's Greatest Adventure" (double-billed for children's matinee); "It Started in Naples"; "The Blob."

No man will ever bring out of the Presidency the reputation which carries him into it.
Thomas Jefferson



SINGAPORE - In a sly reference to another film, the Cathay carried the above message about "Li'l Abner" clear across its marquee. In the background can also be seen another "Li'l Abner" title, atop the 200-ft Cathay Building.



LONDON - Arriving here from location work on the thrilling "Hatari!" in Africa, John Wayne autographs the signal paddles of the London Airport aides who brought the East African Airways aircraft to her berth.

Dean Martin will star in the Jack Rose production, "Who's Got the Action." Story deals with a Park Avenue matron who becomes a bookmaker as part of a wild scheme to reform her horse-playing husband.



A GAY GROUP OF PARAMOUNTEERS

SALT LAKE CITY - We know it's mighty late for Christmas party pix, but it's never too late to picture a group of fine Paramounteers having a good time. And here, L to R, are the following Salt Lake City Paramounteers:

Standing: Bill Mason, Barbara Mason (Ledger Clerk,CL), Mrs. Bus Campbell, Bus Campbell (Salesman), Don Foster (Branch Manager),Roland Walters, Juanita Swonson, Gene Jones (Salesman), Cal Graham, Bob Loftis (Office Manager).

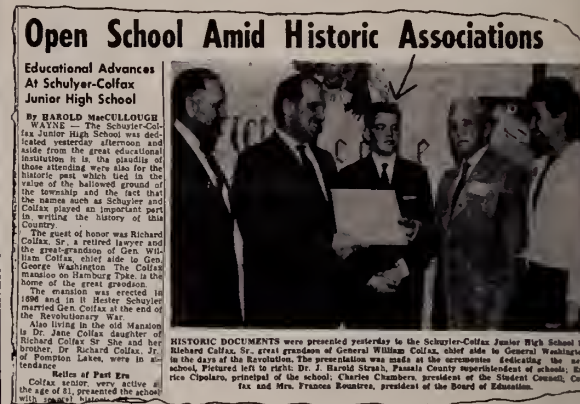
Seated: Harry Swonson (Salesman), Mrs. Harry Swonson, Mae Tripp (Inspectress), Veon Walters (Ledger Clerk CL), Loralee Loftis, Jim Steed, Mrs. Nancy Foster, Merrilyn Storrs Cashier, Kayo Swonson.

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When "Summer and Smoke" was screened for the officials of the Production Code Authority in Hollywood last month, it was proclaimed by them "the best picture Hal Wallis has ever made."

Towering praise indeed, when you consider the parade of wonderful pictures Hal has made.

AUTOMETRIC* NEWS



Open School Amid Historic Associations

Educational Advances At Schulyer-Colfax Junior High School

By HAROLD MacCULLOUGH
WAYNE — The Schuyler-Colfax Junior High School was dedicated yesterday afternoon and aside from the great educational institution it is, the plaudits of those attending were also for the historic past which tied in the value of the hallowed ground of the township and the fact that the names such as Schuyler and Colfax played an important part in writing the history of this Country.

The guest of honor was Richard Colfax, Sr., a retired lawyer and the great-grandson of Gen. William Colfax, chief aide to Gen. George Washington. The Colfax mansion on Hamburg Tpke. is the home of the great grandson.

The mansion was erected in 1696 and in it Hester Schuyler married Gen. Colfax at the end of the Revolutionary War.

Also living in the old Mansion is Dr. Jane Colfax, daughter of Richard Colfax Sr. She and her brother, Dr. Richard Colfax, Jr. of Pompton Lakes, were in attendance.

Relics of Past Era

Colfax senior, very active at the age of 81, presented the school with several historic ...

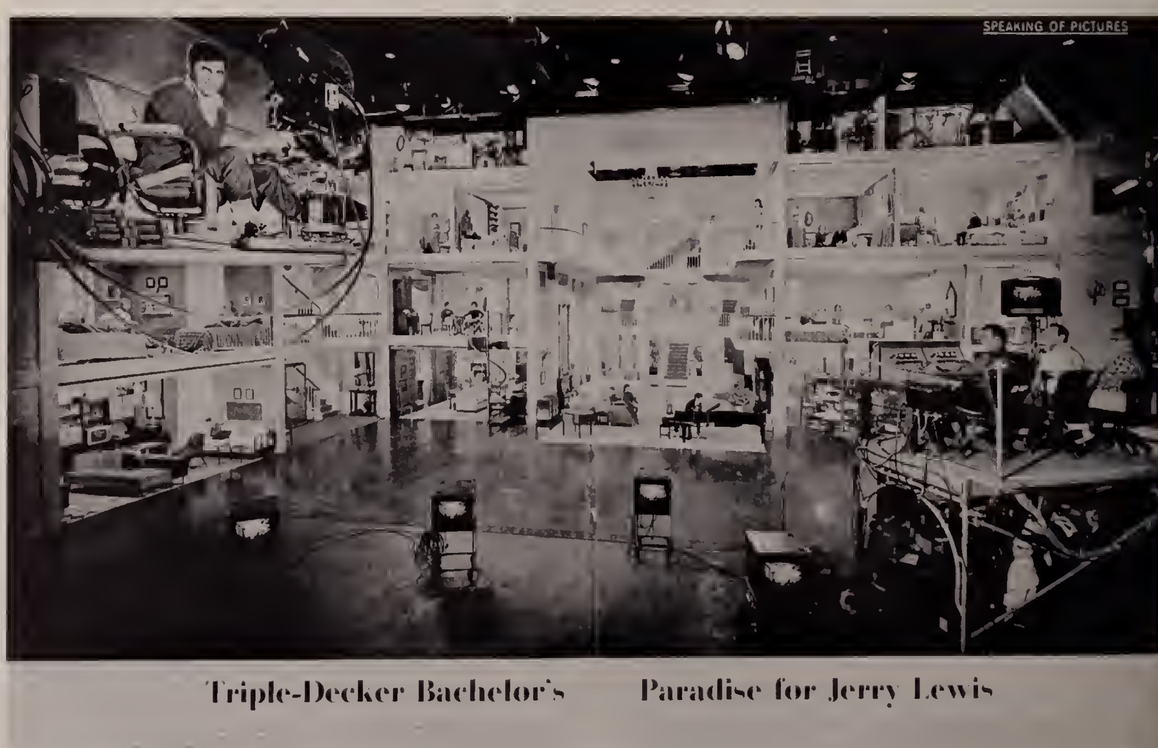
HISTORIC DOCUMENTS were presented yesterday to the Schuyler-Colfax Junior High School by Richard Colfax, Sr., great grandson of General William Colfax, chief aide to General Washington in the days of the Revolution. The presentation was made at the ceremonies dedicating the new school. Pictured left to right: Dr. J. Harold Straub, Passaic County superintendent of schools; Enrico Cipolaro, principal of the school; Charles Chambers, president of the Student Council; Colfax and Mrs. Frances Rountree, president of the Board of Education.

This clipping, part of a 4-column report in the Evening News of Paterson, New Jersey,is of particular interest to the New York members of Autometric's staff. The young man in the centre, indicated by an arrow, is Charles Chambers, Jr., president of the Studen Council of Schuyler-Colfax Junior High School, and son of Charles Chambers, Autometric's Director of Project Management.

The occasion was the presentation to the school of historic documents relating to General William Colfax, chief aide to General Washington in the days of the Revolution, and for whom the school was named.

(*) Autometric, a division of Paramount Pictures Corporation, is an important electronics organization specializing in classified government work. Members of the organization are regular readers of Paramount World, and we hope to be able to bring to our columns more and more staff news from Autometric.

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Life Magazine gave this exceptional and most unusual 2-page spread recently to the massive studio set which Jerry Lewis caused to be built for "The Ladies' Man," and which has imparted a remarkable degree of mobility and speed to an already highly comic picture.

U.S.A.-CANADA FILM EVENTS



Joseph F. Kauffman (left), vice-president of The Jewish Theological Seminary of America; Barney Balaban, president of Paramount Pictures Corporation, amateur historian and collector of Americana; and Milton Krents, producer for the Jewish Theological Seminary, examine the century-old map used by Jacob Idler on his 40 day trip through the wilderness of Venezuela. Map is one of a collection of several hundred documents brought to light by Mr. Balaban which chronicle the dedication to freedom of a Philadelphia business man.

The story of Jacob Idler, and his support of Simon Bolivar's struggle for Venezuelan independence, were dramatically told in "To Plow the Sea" by Irwin Gonshak, broadcast coast to coast on Sunday March 5th on The Eternal Light, award winning weekly radio program produced jointly by The Jewish Theological Seminary of America and the National Broadcasting Company.



NEW YORK - Russell Holman, second from left, Paramount Pictures eastern production manager, accepts a 1961 Brotherhood Media Award for "Conspiracy of Hearts" from actress Cornelia Otis Skinner. Looking on at the annual media awards dinner of the National Conference of Christians and Jews in New York on February 16th are Taylor Mills, Motion Picture Association of America public relations director, and Lewis Webster Jones, president of the National Conference.



Elvis Presley is shown, second from left, with three eminent Memphis Paramounteers. They are: Howard Nicholson, branch manager, at left; Tom Donahue, salesman, Travis Carr, office booking manager. At right is the truly celebrated Colonel Tom Parker, Presley's manager and mentor.

Picture was taken February 25th, when Elvis returned to his native Memphis as star of a mighty Charity Show, proceeds of which went 100% to charity. Everything was donated and a matinee and night show realized $50,000. So successful was the event that Memphis may stage it annually.

As the World Turns

The north-east corner of Sunset and Vine in Hollywood once held the Paramount studio, including the barn in which "The Squaw Man" was filmed.

Years later, when Paramount moved to its present location, there arose upon this corner the massive studios of the National Broadcasting Company.

The plot of 5 acres has now been sold again and will "yield to the construction of a $75,000,000 hotel and office complex.

Quel complex!


The Music ♪♪♪ REPORTER

Elvis Breaks PA Fast To Help Raise Fortune For Charities

Governor Proclaims "Elvis Day"

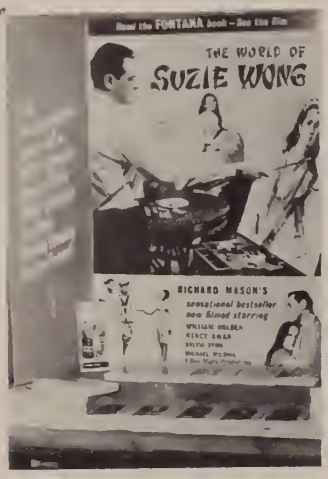
ALL ABOUT ELVIS

The Music Reporter, nationally renowned Memphis-published magazine devoted to the record industry, carried a 40-page section devoted to Elvis Presley on the occasion of the triumphant return of the star to Memphis. Above is reproduced the opening page of this section.



STAMFORD, Conn. - One of the sales meetings held in connection with the re-alignment story on Page 7, was held in the calm serenity of Mr. Weltner's home here. Shown, L to R: Theodore Krassner, Ed Chumley, George Weltner, Jack Perley, Jerry Limata, Sidney G. Deneau, Arthur J. Dunne, Ben Shectman, Ed DeBerry, Jerome Pickman. TOP: Sidney Deneau, George Weltner, Howard G. Minsky, Hugh Owen, Jerome Pickman.

The end of the human race will be that it will eventually die of civilization.
Ralph Waldo Emerson



LONDON - Every lover of books who's ever been to London knows Foyle's --- one of the world's most famous book stores. Here is a window they gave over to "The World of Suzie Wong" when the film was such a hit at the Plaza.



HOLLYWOOD - Erica Beer, featured Swedish player in the cast of Perlberg and Seaton's "The Counterfeit Traitor," chats with Belgian correspondent Jennie Dhont, right, at the press luncheon given in her honor by Paramount.



Danish correspondent Sven Rye seems well pleased at having been asked to the Paramount press luncheon in Hollywood, in honor of Erica Beer, featured Swedish player in the cast of "The Counterfeit Traitor."

"ONE-EYED JACKS" - EN INTERNATIONELL ATTRAKTION

* * * * * * * * * * *

Paramounts första Marlon Brando-film, som påbörjades i augusti 1958, står nu inför sin världspremiär. Efter ett ytterligt omsorgsfullt och tidsödande klippningsarbete är "One-Eyed Jacks" nu färdig att presenteras för de millioner människor av alla nationaliteter, vilka betrakta Marlon Brando som en av filmens verkligt stora. I New York är de främsta av specialister på området som bäst i färd med att bygga upp propagandan kring den film, som är den kanske ivrigast motsedda på åratal. Premiären där äger rum på Capitol Theatre, där endast de yppersta av filmer får äran att framföras. Det blir ett evenemang, som så småningom i detalj kommer att beskrivas.

En redogörelse i text och bilder rörande Charles P. Juroes första uppgift på sin nya post som chef för Paramount Internationals publicitets- och reklamavdelning återfinnes i detta nummer. Uppgiften gällde att lancera



Wooden matches have it all over book matches in Sweden, and the boxes holding the wooden matchsticks make ideal advertising media. Here are four examples, with the messages all in glowing colors. The Paramount pictures shown are - "Li'l Abner," "The Bellboy," "Psycho," and "The Ten Commandments."

PSYCHO bland annat och resan gick till alla större städer och platser i Latin-Amerika.

För att fortsätta med resenotiserna finns det också några ytterligare bilder från Mr. George Weltners resa till Australien och Nya Zealand. Att det var ett entusiastiskt och hjärtligt mottagande, som bestods Mr. Weltner, går inte att ta miste på. Nämnas kan även att Mr. James E. Perkins, Paramount Internationals president, är i England och Europa vid tiden för pressläggningen av detta nummer.

Paramounts Studio i Hollywood har haft en bråd tid de senaste tre månaderna och det snabba tempot har inte mattats när detta marsnummer går i tryck. På annat ställe i tidningen återfinnes alla produktionsnyheter och det är att hoppas, att de kommer att översättas så att alla kan ta del av det som händer och sker.



STOCKHOLM - Here's a prime example of the popular practice in this city of checkerboard advertising, using one-sheet posters. Favored picture in this instance is of course Elvis Presley in "G. I. Blues."

BBBBBBB

Allt pekar på ett mycket framgångsrikt år vad produktionen beträffar, med filmer av den typ som står sig åren igenom, så som Cecil B. De Milles "De tio budorden" har gjort det under en rad av år.

Vilket faktum erinrar oss om att denna mäktiga filmskapelse, vilken visserligen numera är indragen för distribution på den inhemska marknaden, dock fortsätter sitt segertåg internationellt sett. Ni kan läsa en hel sida om den i detta nummer, liksom ni kommer att få läsa om den i varje nummer för lång, lång tid framöver.

Och så har vi den fabulösa PSYCHO. Man häpnar inför de otroliga resultat som denna otroligt spännande film förmått inregistrera, och man undrar: Kan det verkligen vara möjligt för Mr. Alfred Hitchcock att åstadkomma något nytt, som överträffar Psycho, när han nu ger sig i kast med sin nya film för Paramount. Men, men ... "Hitch" fällde en "tystnadens ridå" för inspelningen av "Psycho", och den mur av tystnad, med vilken han omgärdar sin nya film, lär inte bli lättare att forcera.

Till slut, lämna ingenting oförsökt när ni planerar för "One-Eyed Jacks".

BELOW

HOLLYWOOD - Erica Beer, featured Swedish player in the Perlberg and Seaton production of "The Counterfeit Traitor," was honored guest at a press luncheon in the Paramount commissary during her visit to California. Principal attendees were members of the Swedish, German and French press corps.



INTERNATIONAL PERSONALITIES IN PARAMOUNT CINEMA EVENTS



HOLLYWOOD - Visiting the set of "The Pleasure of His Company" during his recent call at the studio en route back from New York, Nobuo Metori, Paramount general manager in Japan, called on Tab Hunter, co-star of the Perlberg-Seaton production. This was a reciprocal visit, since Hunter a few months previously had been in Japan and had called on Mr. Metori.



BEVERLY HILLS, Calif. - Danny Kaye congratulates Adolph Zukor at the Screen Producers Guild dinner on receiving the Guild's very much prized Milestone Award.



(At left) LONDON - Mr. and Mrs. John Trevelyan attend a showing of "The World of Suzie Wong" at the Plaza. Mr.Trevelyan is the British Film Censor.



HOLLYWOOD - Glimpsed at the annual dinner at the Beverly Hilton Hotel of the Screen Directors Guild. L to R: Martin Rackin, Paramount production head; Mrs. Rackin; Joseph H. Hazen, partner with Hal Wallis in Wallis-Hazen Productions.



Photo by ED SULLIVAN

NEW YORK - Laurence Harvey arrives at Idlewild Airport following completion of "Summer and Smoke" for Hal Wallis. The noted British star shared acting honors with Geraldine Page in the tense filmization of noted Tennessee Williams play.



SYDNEY - Group at Paramount's press party for George Weltner. L to R; David McNicoll,managing editor, Consolidated Press Ltd.; Mr. Weltner; Robert L. Graham, managing director; George M. Nacard, general sales manager.



LONDON - Dana Wynter, her superlative performance as leading woman for Danny Kaye in "On the Double" completed,arrives in England, where her home is. She is shown being met on arrival at London Airport by Richard Patterson, managing director of Paramount British Pictures.



HOLLYWOOD - Alfred Hitchcock was pleased recently to have as a visitor Mr.T. Naito, a student at Stanford University who writes for the celebrated Japanese publication,Tokyo Shimbun.



Photo by ED SULLIVAN

NEW YORK - There is no mistaking the Red Buttons personality smile as he steps from the Pan American plane at Idlewild Airport following his return from Tanganyika where he was co-star with John Wayne in the Howard Hawks wild-animal saga, "Hatari!"

NEW YORK - Howard Hawks, producer-director of the thrilling "Hatari!" and his son, Gregg, who accompanied him on the African saga.



AUCKLAND, New Zealand - World sales head George Weltner, U.S. Consul J.P.Parker, and Robert Kerridge, governing director of the Kerridge Odeon Circuit,discuss world affairs at a reception here honoring the Paramount Pictures vice-president.



HONGKONG - Edgar Fay, of the Paramount production department in New York, who flew here to film the fine short feature, "Lifeline to Hongkong," samples Chinese food aboard the Tai Pak Floating Restuarant at Aberdeen. And of course eats the meal in traditional Chinese fashion.



HOLLYWOOD - In the making of the Spanish trailer and other film showmanship material for "Psycho," Mr. Hitchcock received invaluable help from the eminent Latin American correspondent, Armando del Moral. The two are shown here as the producer-director of the money-minting shocker looks over one of Mr. del Moral's articles.



HOME OFFICE NEWS ITEMS WITH SPRING, WE HOPE, JUST AROUND THE CORNER

We welcome a group of newcomers to Paramount publicity who began their Paramount chores during February and March. First, Mike Selsman, who is Domestic Publicity's newspaper contact man. Also welcomed are Grace Beach "Gal Friday" in stills, and Diane Lislow, Secretary to Saul Cooper, both in Domestic Publicity. Lastly, we introduce Barbara Ann Spink, secretary to Foreign Publicity Director Charles P. Juroe who began just at the time of the re-decorations on the tenth floor.

Reported in the last two issues were narratives about a Philodendrum and a Tri-Leaf plant. Now for some information on an economical source for these and other plants in New York. A new area called the "Flower Market" was discovered by Louise Eckert, where any sort of "green" you can imagine can be bought. Despite the temptation to flock to the Flower Market, it is a case of curbing your flower purchases, or all on Floor 10 will be competing with plants for oxygen.

Harold Syer, Paramount's Traffic Manager in London, was welcomed on the last lap of his London-Los Angeles-New York-London journey by two days of sun. But on the eve of his return to London, he flew away on the tail of snow flurries.

Summer vacation plans are in full preparation by Warren Harris, who plans a return to London to visit the site of his last tour. He, also, expects to pass through sunny Venice, and lovely Copenhagen.

Advertising Manager Mort Hock, and his wife announced the birth of their first child on the night of the big snow-storm on December 12th, and months later in this column we congratulate them. Also, Martin Arthur, circuit contract analyst and his wife received their third boy on February 18th, and, so congratulations to them too.

-Lenore Sheindlin

Trade Press Views "One-Eyed Jacks"

Headline of The Film Daily uses this capitalized format: OUTDOOR FOLK TALE. ENGINEERS DEPTHS OF HUMAN EMOTIONS. SUPERB PERFORMANCES. BRILLIANT PHOTOGRAPHY. SMASH BOX OFFICE PROSPECTS.

Beginning sentence of the review: "A stunning display of skill, power and sensitivity is touched off within the traditional western framework in 'One-Eyed Jacks'....."

Concluding sentence of the Film Daily's review: "'One-Eyed Jacks' easily ranks with the major pictures of the screen."

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Opening sentence of Motion Picture Daily's review: "There doesn't seem to be any question but that Marlon Brando's 'One-Eyed Jacks' is one of the films most eagerly anticipated by the public, as well as the trade, in recent years.

Concluding sentence: "As for Brando's own performance, it is superb..... a brilliant and complex piece of acting that is one of the best in years."



"D E A D L O C K"

That's the title of the picture, not a description of the embrace between David Janssen and Stella Stevens which Edmond O'Brien is directing. This Academy Award-winning actor, now a producer-director, is making "Deadlock" for Paramount release, and wise observers are already touting it as "a surefire sleeper."

LATIN AMERICA ROCKS WITH SOCKO SUCCESS OF "SHANE" RE-RELEASE IN BRAZIL

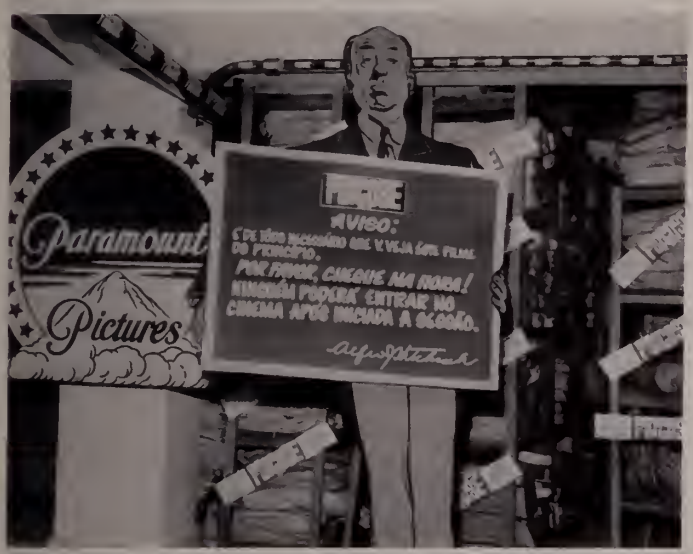
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"The Plainsman," too!

At right is pictorial evidence of great success emenating from the re-release of "Shane" in Brazil. From Chile comes word that the re-release of Cecil B. DeMille's "The Plainsman" has created a comparable furore.

Juan Laupheimer, manager for Chile, reports that "The Plainsman," in its 3-weeks re-release run in the City Theatre, Santiago, created a new record for the house, topping even the record recent run registered by the re-release of "Streets of Laredo."

Apart from all other considerations, there is a wonderful moral here: the potentialities of really great pictures are inexhaustible. Fine pictures can be shown again every decade and in many instances will prove to be even greater money-makers than when originally released.



RIO DE JANEIRO - The path to the screening room where "Psycho" was presented to the delegates to the showmanship meeting on the picture, was covered in every way possible with material on the Hitchcock film. Some of the material shown was imported, but many of the very effective posters and other aids were locally made - and very fine, too!

CHARLES P. JUROE, Paramount International Films director of advertising and publicity, will have concluded his Latin American showmanship survey in behalf of "Psycho" while this issue of Paramount World is being printed.

Mr. Juroe has been in Brazil, Chile, Peru, Panama and Mexico. We have pictured his activities in Brazil in this issue and will have pictures from the other countries in next month's issue.

HATARI! HATARI!
HATARI! HATARI!
HATARI! HATARI!
HATARI! HATARI!
HATARI! HATARI!



RIO DE JANEIRO - "Shane," being given road-show release here, has done "fantastic" business. Here is the substance of a report from A. Stephen Clug, Paramount general manager in Brazil:

"'Shane' is now (March 3) in its 3rd week in the Bruni Flamengo, and has already topped the total grosses of many of our new releases, despite the fact it is playing in only one cinema, and still has the circuit release ahead of it. Also, as can be seen by the photograph, it is playing in inclement weather."



BOGOTA - Norman Kostich (above) has arrived here as a special Latin American representative. He will receive a definite territorial assignment in the near future.



PANAMA - Bellboys of the El Panama Hilton Hotel - as well as the hotel management itself - did a swell job of publicizing Jerry Lewis' "The Bellboy" when the comedy was a hit attraction at the Teatro Central.



RIO DE JANEIRO - "Psycho"-planning luncheon presented here by Charles P. Juroe for the complete discussion of the care and handling of the celebrated Hitchcock thriller. Reading from the left: Oswaldo Rocha, director of publicity, Rio; Miss Maria Tissi, secretary, publicity department, Rio; Eugenio P. Freitas, Ribeirão Preto branch manager; Theorminio Barbuy, sales department manager, Rio; Michele A. Mancini, São Paulo branch manager; Pedro Germano, assistant sales manager of Paramount Films of Brazil,Inc.; Charles P. Juroe, director of publicity and advertising, Paramount International Films; A. Stephen Clug, general manager of Paramount Films of Brazil; Henry B. Gordon, Latin American division manager; Adhemar Leite Cesar, sales manager, Paramount Films of Brazil; José de Barros Monteiro, Recife branch manager; Jamil Seleme,Porto Alegre branch manager; Ruy S.A.Ribeiro, Botucatú branch manager; Sergio Pardo, publicity department assistant; Sebastião R.Carvalho, Belo Horizonte branch manager; Francisco Newton da Frota, Curitiba branch manager; Pedro de Souza Costa, assistant sales manager,Rio; José Vasco Abreu, branch office manager, Rio de Janeiro.

Jerry Lewis will introduce 5 new "Misses" to international beauty categories in his comedy production of "The Ladies' Man."

The headings are Miss Anxious, Miss Sexy Pot, Miss Intellect, Miss Vitality and Miss Southern.

They are played, respectively, by Hope Holiday, Ann McCrea, Madlyn Rhue, Lynn Ross and Caroline Richter.



BERLIN - Similar to the Dusseldorf delivery cars shown elsewhere on this page was this van used for delivery of "Cafe Europa" everywhere throughout Berlin. And of course the driver was likewise equipped with ample Elvis Presley and "G.I.Blues" literature.



Women...women.. women -- that's all that Jerry Lewis sees in "The Ladies' Man." No wonder he is so unhappy.

RIGHT

DUSSELDORF - Shown are eight different-type delivery cars, all with displays for "Cafe Europa" ("G.I.Blues") which carried prints of the picture to all towns of Western Germany. Everywhere these cars were surrounded by masses of film fans, and by a strange coincidence the drivers all had ample literature on "Cafe Europa" for distribution.

"ONE-EYED JACKS" HAT DAS ZEUG ZUM INTERNATIONALEN SCHLAGER

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Paramounts erster Marlon-Brando-Film, der bereits 1958 in Hollywood vor die Kameras ging, ist dabei, auf der ganzen Welt einen überwältigenden Eindruck zu machen. Nachdem in der Zwischenzeit sorgfältig alles vorbereitet wurde, wird "One-Eyed Jacks" jetzt endlich den Millionen Fans in aller Welt, die Marlon Brando zu den "Grössen" der Leinwand für alle Zeiten zählen, vorgeführt werden. In New York steht eine ganze Armee von Spezialisten bereit, um für den sehnlichst erwarteten Film des Jahres den Start vorzubereiten. "One-Eyed Jacks" wird im Capitol Theater erstaufgeführt werden und einen Beifall erhalten, wie man ihn nur ganz außergewöhnlichen Filmen spendet. Es wird ein Ereignis ersten Ranges werden, von dem wir in allen Einzelheiten Bilder bringen.

Mit zum Interessantesten in dieser Ausgabe gehört ein Bildbericht über Charles P.Juroe's erste Amtshandlung in seiner Eigenschaft als Presse- und Werbechef von Paramount International Films. Diese Tätigkeit betrifft gesamt Latein-Amerika und besonders die Werbearbeiten zu "Psycho" in sämtlichen bedeutenden Aufführungsstädten.

Ebenfalls unter den Reisenotizen zeigen wir Ihnen weitere Bilder vom Besuche Mr.Weltner's in Australien und Neu-Seeland. Die Begeisterung für Mr.Weltner wurde während seiner wichtigen Geschäftsreise augenscheinlich und wird erst recht dargelegt durch unser Bildmaterial.

In den Paramount-Studios in Hollywood war man während der vergangenen drei Monate außerordentlich geschäftig. Auch jetzt noch, zum Zeitpunkt des Drucks dieser März-Ausgabe, sind alle Hände tätig. Wir haben alle Einzelheiten über diese Produktionstätigkeit zusammengefasst und hoffen, daß diese Information zu Ihrer Kenntnis gelangen und Ihr Interesse finden wird. Alles deutet auf ein sehr erfolgreiches Jahr hin, was die Produktion betrifft, mit einer ganzen Reihe von Filmen, die auf Jahre hinaus ein finanzieller Erfolg sein werden, ähnlich dem von Cecil B.DeMille's DIE ZEHN GEBOTE.



Fred Astaire and director George Seaton enjoy a joke on the set of "The Pleasure of His Company."

Diese Tatsache erinnert übrigens daran, daß, obwohl dieser großartige Film hierzulande nicht mehr aufgeführt werden soll, "Die Zehn Gebote" auf dem internationalen Markt immer noch sehr gefragt sind. Auf einer anderen Seite dieser Ausgabe kommen wir noch einmal auf die Bedeutung dieses Filmes zurück. Überdies ist geplant, in jeder kommenden Ausgabe mindestens eine Seite den "Zehn Geboten" zu widmen, solange der Film noch im Geschäft ist.

Währenddessen setzt "Psycho", wie könnte es anders sein, seinen Triumphzug fort. Dieser unglaubliche Film übertrifft mit seinen bisherigen Einspielergebnissen nicht nur jede Erwartung, man fragt sich auch, wie Mr.Alfred Hitchcock es fertigbringen will, mit seiner nächsten Produktion für Paramount etwas zu schaffen, was "Psycho" noch überrunden kann. "Hitch" hatte es fertiggebracht, während der Produktion von "Psycho" über alles einen Vorhang zu breiten, und er hat einen noch undurchdringlicheren um seine neue Produktion gelegt.

In der Zwischenzeit bitten wir Sie, keine Möglichkeit auszulassen, um an den Vorbereitungen zu dem größtmöglichen Erfolg von "One-Eyed Jacks" mitzuarbeiten.



PARAMOUNT EVENTS IN CONTINENTAL EUROPE



FRANKFURT, Germany - After six months of rebuilding, the Olympia Theatre here, one of the city's most distinguished cinemas, re-opened with "Roman Holiday" as its attraction. Shown above is stage of the theatre, with flower baskets presented by exhibitors and municipal administrative authorities. Shown at right: Paramount's general manager for Germany, Hugo Stramer (left), and the Olympia's owner, Joachim Barndt.





FRANKFURT, Germany - Special streetcar which toured all car routes of this city in the interests of Hal Wallis' production, "G. I. Blues."



PARIS - Even without a caption you would know how popular Sophia Loren proved to be at the Paramount here when "It Started In Naples" was the attraction.

HATARI! HATARI!
HATARI! HATARI!
HATARI! HATARI!
HATARI! HATARI!
HATARI! HATARI!



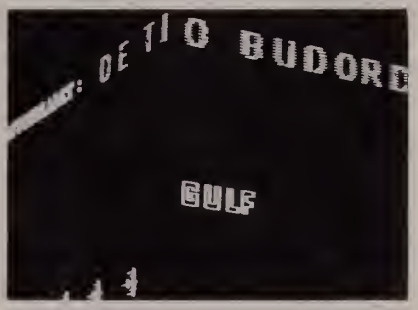
AMSTERDAM - First performance audience for "Psycho" streams out of the Tuschinski Theatre on opening night, and their still warm seats were quickly occupied by the second capacity audience. This was on January 13th.



JAMES E. PERKINS

Before leaving for his present extensive business journey through Latin America, James E. Perkins, president of Paramount International Films, was personally invested by the Government of the Republic of Italy with the decoration of "Al Merito della Repubblica." Ceremony took place at the Italian Consulate General in New York City, with the Consul General doing the bestowal.

This is one of the highest awards given any person in the American film industry, and was bestowed upon Mr. Perkins for his continued work over the years in the international distribution of Italian films.



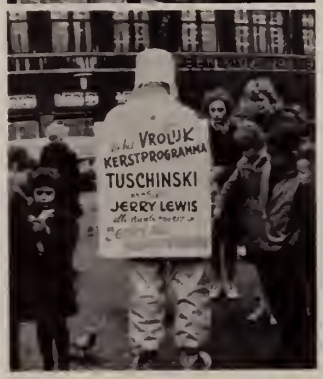
STOCKHOLM - Electric light news on the Stureplan announces that "De Tio Budorden" ("The Ten Commandments") was showing at the Palladium.



CAIRO, Egypt - Another of those spectacular front-of-theatre figures attracts vast throngs to the Cinema Radio to see Jerry Lewis in "Visit to A Small Planet."

I believe with all my heart that civilization has produced nothing finer than a man orwoman who thinks and practices true tolerance.
Frank Knox





AMSTERDAM - Front and rear views of a man engaged by the Tuschinski Theatre to interest the populace in Jerry Lewis' "Visit To A Small Planet."



AMSTERDAM - A dignified window display for "But Not For Me" in The Society Shop. Clark Gable film was at the Roxy Cinema.

Business is religion and religion is business. The man who does not make a business of his religion has a religious life of no force, and the man who does not make a religion of his business has a business life of no character.
Malthie Babcock



ROTTERDAM - The massive trailer continues to be one of the most popular forms of mass advertising in this country, and this one extolling the entertainment merits of the Jerry Lewis comedy, "Visit To A Small Planet," is a fine example of the showmanship medium.

"ONE-EYED JACKS" HEEFT ALLE ELEMENTEN VAN INTERNATIONALE GROOTHEID

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Paramount'e eerste Marlon Brando film, die in Auguetus 1958 voor de kamera'e kwam, staat op het punt in al zijn verbluffende schoonheid de wereld in te schieten. Tijdene de afgelopen maanden met angstvallige nauwgezetheid gemonteerd, is "One-Eyed Jacke" thans klaar voor de tientallen miljoenen fans van alle nationaliteiten, die Marlon Brando rekenen tot de grootete onder de filmgrooteten. In New York is een speciale staf van specialisten bezig met de voorbereidingen van de première van deze film, welke beschouwd wordt ale de grootste gebeurtenie sinds jaren. In New York zal "One-Eyed Jacke" in première gaan in het Capitol Theatre met een luister, welke alleen voor filme van een euperlatieve grandeur gereserveerd blijft. Het zal een gebeurtenis worden, waarvan wij een uitgebreid foto-verslag zullen maken.

Een deel van dit nummer is gewijd aan een foto-verslag van Charles P.Juroe'e eerste taak in zijn nieuwe functie van publicity en advertising director voor Paramount International Filme. Deze taak ligt in Latijns Amerika en wel speciaal wat betreft de publiciteit voor "Psycho" en het uitbrengen van deze film in de belangrijke steden.

Tevens brengen wij in het kader van reie-notities nog een aantal foto's van het bezoek van Mr. George Weltner aan Australië en Nieuw Zeeland. Het enthousiasme voor Mr. Weltner aan de dag gelegd gedurende deze belangrijke zakenreis,spreekt ook duidelijk uit onze foto'e. Een andere reis-notitie betreft Mr. James E.Perkins, president van Paramount International,die op het moment dat dit nummer op de pers gaat in Engeland en Europa vertoeft voor zaken.

De Paramount Studio in Hollywood heeft het deze afgelopen drie maanden uitzonderlijk druk en ditzelfde tempo wordt nog gehandhaafd als dit Maart nummer ter perse gaat. Elders in dit blad geven wij een samenvatting van deze gehele productieactiviteit en vertrouwen er op, dat dit nieuws voor U vertaald zal worden, daar U er ongetwijfeld grote belangstelling voor hebt. Alles wijst op een zeer succesvol jaar, wat de productie betreft, waarbij vele films van een type zijn, die hun geld nog jaren en jaren zullen opbrengen, zo ongeveer in de trant van Cecil B.DeMille's productie van "De Tien Geboden".

Welk feit ons er aan herinnert, dat, hoewel deze machtige productie voor de nationale markt uit de roulatie is genomen, zij op het internationale vlak nog steeds overal vertoond wordt. Wij hebben hier een pagina aan gewijd en zijn van plan toch steeds minstens één pagina aan "De Tien Geboden" te blijven wijden, zo lang als deze grote film in het nieuws blijft.



If you wish, you can write your own caption to express what Danny Kaye is thinking of in this scene from "On the Double." But actually he is expressing rather obvious lack of willingness to make a mass parachute 'drop' because actually he is not what he seems to be, and down below, he knows, are forces which will make him into something he doesn't want to be.

Ondertuseen blijft het "Psycho" verhaal natuurlijk in juichtonen. Deze ongelooflijke film slaat niet alleen onze stoutste verwachtingen wat de resultaten tot op heden betreft, doch doet de vraag bij ons rijzen hoe het voor Mr. Alfred Hitchcock mogelijk zal zijn strake met een film te komen, die "Psycho" zou kunnen overtreffen. "Hitch" begint binnenkort met een nieuwe film voor Paramount en zoals hij indertijd "Psycho" omhulde met een "gordijn van stilte", zo heeft hij een nog ondoordringbaarder waas om zijn volgende productie hangen.

Ondertuseen, laat geen mogelijkheid onbenut in Uw voorbereidingen voor "One-Eyed Jacke" om tot de grootst mogelijke reeultaten te komen.



A cute 'candid' snapped at the Screen Directors Guild dinner at the Beverly Hilton Hotel, and featuring Frank Capra, Alfred Hitchcock and Ida Lupino.



Fifty children from the David and Margaret Home at La Verne, California, tour the celebrated Western outdoor set at Paramount Studio. The home cares for displaced children aged 6-17. The children later saw Jerry Lewis' "CinderFella."

HOLLYWOOD AGAIN IS MAKING THE BEST PRODUCT IN ITS COLORFUL HISTORY



At the annual dinner of the Directors Guild of America on February 12, Paramount vice-president Y. Frank Freeman was given an honorary life membership in the Guild. Above, in the Beverly Hilton grand ballroom, he accepts the honor.



The youngsters from the David and Margaret Home pictured above later were guests of Paramount at luncheon in the studio commissary. The occasion was made even brighter by the appearance of singing stars Fabian and Tommy Sands from the nearby set of "Love In A Goldfish Bowl." The stars gave out freely with autographs. Also on hand was Hugh O'Brian, television's "Wyatt Earp," since this TV series is filmed at Paramount.



SAN FRANCISCO - Against the very picturesque background of San Francisco Bay, high-perched George Seaton directs his Hollywood unit through a scene for "The Pleasure of His Company."



Alfred Hitchcock was given an award at the same Screen Directors Guild dinner for his "Psycho." As pictured, he is about to show the award to Mrs. Hitchcock.

RIGHT

Stella Stevens gives Virginia Gregg the back of her hand, and the power of her wrath, in one of the many tempestuous scenes of the deadly powerful "Deadlock."





On set of "The Pleasure of His Company," Debbie Reynolds receives U.S.Navy Recruiting Service Certificate of Appreciation for her time and efforts in publicizing Naval Air Reserve and staging personal appearances for service men here and in Hawaii. Captain R.B.Buchan,USN, is at right; Commdr.C.C.Little is congratulating the star. Also shown are Aviation Machinists Mate Bill Marisse and Chief Bernie Gozier.

If an opera cannot be played by an organ-grinder - as Puccini's and Verdi's melodies were played - then that opera is not going to achieve immortality.
Sir Thomas Beecham



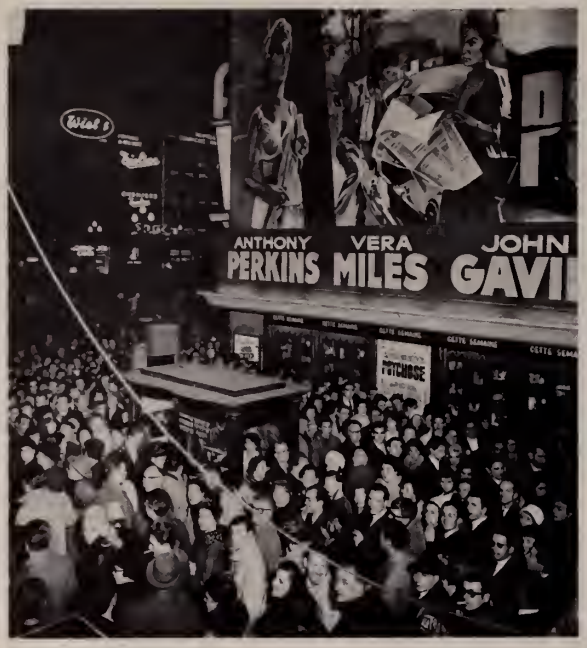
PARIS - This Paramount Theatre display, which is right by the executive entrance to Paramount's head office for Continental Europe, has a listing of the five Paris cinemas which ran "It Started In Naples" day-and-date 1st release.

The Paramount, Lutetia, Select-Pathe and Ritz all showed the picture with French dialogue synchronized; the Elysees-Cinema showed it with superimposed French titles.



BRUSSELS - Belgian 'space men' set out to spread word through the streets of the city that "Visit To A Small Planet" was offering wonderful entertainment at the Victory Theatre. They certainly attracted plenty of attention — and plenty of fine business.

Earl Holliman plays a travelling salesman in Hal Wallis' production of "Summer and Smoke," which co-stars Laurence Harvey and Geraldine Page. Role is in concluding scenes of the picture, lasts but a few minutes, but is quite unforgettable.



BRUSSELS - This crowd is outside of the Eldorado Theatre waiting to see "Psycho." The structure in the centre of the crowd is a public address system urging the patrons to be patient, and to follow the theatre's instructions regarding seeing the picture only from the beginning. Engagement of "Psycho" provided an attendance milestone in the long and distingusihed history of the Eldorado.

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O N E - T E A M
R E - A L I G N M E N T

Continued from Page 7

of the field sales organization and designed to contribute maximum service to Paramount's customers."

This re-alignment of Paramount's key sales personnel, Mr. Pickman asserted, "is a radical departure from the company's previous sales

At a meeting of company executives and department heads , George Weltner, vice-president in charge of world sales, again complimented Jerome Pickman on the wonderful work he has done in the first four months in his new post of general sales manager, and re-iterated his complete faith that the Paramount sales organization, especially under its new,strengthened alignment, will produce the greatest sales performance in Paramount history.

set-up, and will enable its sales staff to devote greater time and concentration to the most effective marketing of our product in large and small communities and in theatres of all types, sizes and capacities."

"We shall also be able to effect an even closer coordination of sales with Paramount's merchandising activities, which are under the supervision of Martin Davis, director of advertising, publicity and exploitation."

Mr. Weltner described the re-alignment as "a new approach to the distribution of motion pictures, designed to meet changing marketing and operating conditions that, in the last five years, have resulted in major revisions in distribution and exhibition policies. Paramount's current production program indicates that our distribution organization will have outstanding boxoffice attractions in ever increasing numbers during 1961 and the years to come. To guarantee maximum revenues from every attraction, both for ourselves and for our customers, we must be fully prepared to give each picture custom-tailored handling."

George Weltner has received the following cable from Henri Michaud in Paris relating to the spectacular gala premiere

HAPPY REPORT THAT "SUZIE WONG" PREMIERE AND SUPPER OUTSTANDING SUCCESS AND THAT RAY STARK JUST TELEPHONED EXPRESSING HIS ENTIRE SATISFACTION AND THANKS FOR WAY EVERYTHING WAS HANDLED. THIS OPINION SHARED BY COUNTLESS PEOPLE WITH WHOM I CHECKED LAST NIGHT AND THIS MORNING IN DIVERSIFIED CIRCLES TO EXTENT OF NAMING THIS BEST CINEMA GALA IN PARIS IN MANY A YEAR. AUDIENCE REACTION TO PICTURE VERY GOOD AND APPLAUSE AT END WAS SPONTANEOUS AND GENEROUS. THIS MORNING MOST IMPORTANT DAILIES COVERING GALA EXTENSIVELY WHICH CAN ASSURE YOU MOST UNUSUAL AND UNPRECEDENTED FOR PARIS AND CONSEQUENTLY WONDERFUL ADDITIONAL PUBLICITY.

"The World of Suzie Wong" Thrills Paris



PARIS - One of these days some enterprising Paramount showman is going to compile a book containing nothing but the punchy displays that the Paramount Theatre here has had for its fronts over the past thirty years. Like this one for "Chance Meeting."

-=-=-=-=-=-



MANILA - Float for "Tarzan the Magnificent" 'floating' through one of the city's main streets. Children follow the float, their elders gaze in admiration at Manila's Tarzan, Orlando Miguel, who is Philippines' "1960 Mr. Muscel Man."



PEOPLE AND EVENTS OF FILM INTEREST IN THE FAR EAST



DJAKARTA, Indonesia - When Cecil B. DeMille's supervised production, "The Buccaneer" had its multiple-run engagement in this city, crowds formed early in the morning to get tickets for the evening performances. Here is one such block-long queue outside of the renowned Menteng Cinema.



MANILA, Philippines - This 27-foot standee for "Tarzan the Magnificent" is on a commercial building on the city's busiest thoroughfare, Spana Street. But more importantly, it faces the Sto. Tomas University, pride of the Philippines for being one of the oldest universities in the world, with a student population of 28,000 — none of whom would miss the standee's message. The thriller was shown at the Lyric.



SINGAPORE - Part of the long line (of all ages) strung out from the Cathay Cinema's box-office in testimony to the appeal of Elvis Presley in "G. I. Blues." As Lim Keng Hor of the Cathay Organisation reported on the engagement: "Business has been quite wonderful with this Presley picture!"

Shirley MacLaine, Edward G. Robinson, Yves Montand and Robert Cummings, making "My Geisha" in Japan, have all scored great personal successes with the Japanese people.





TOKYO - Both sides of a most effective display board announcing "It Started in Naples," outside of the Hibiya Theatre.

HOLLYWOOD - Mr. Shiro Kido, eminent head of the Shochiku Company of Japan, is honored guest at luncheon in the Paramount studio commissary. Shown from left are: Y. Frank Freeman, vice-president; Jack Karp, vice-president in charge of the Paramount studio; Mr. Kido; Adolph Zukor, chairman of the board of Paramount Pictures; Mr. Mizuno, Shochiku representative in Los Angeles.



TOKYO - Long "G.I.Blues" queue at the Scala-za Cinema to see the highly successful Elvis Presley romantic musical.

BELOW

TOKYO - An attractive display of typical Japanese posters, with the eye moving in some irresistible fashion to the one for "G.I.Blues" and the rather prominent Paramount trade mark above it. Display was at the Yurokasho railway station.





Audiences all over the world are going to get 'kilt' laughing at Danny Kaye in "ON THE DOUBLE"

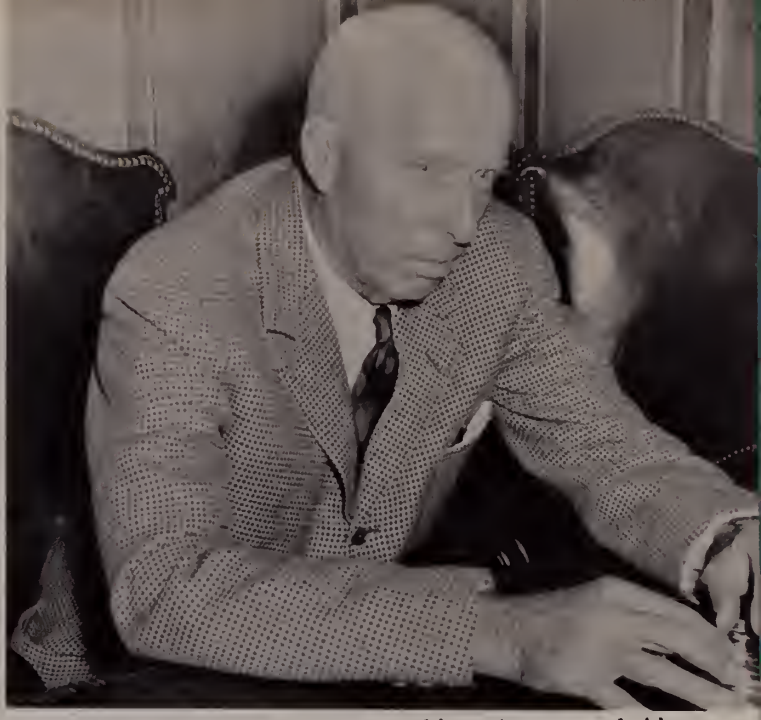
HATARI!

in SWAHILI means "DANGER!"

in PARAGONIAN means "WOW!"

-- and in ANY language it is a "--- ------ WONDERFUL PICTURE (*)

(*) You supply letters



HOWARD HAWKS, veteran director, and the producer-director of "Hatari!" as he spoke to the film industry's press in the Paramount board room in New York, March 13th.

BELOW

John Wayne arriving in London from "Hatari!" location in Africa and being welcomed by Paramount's Tony Reddin (L) and Richard L.Patterson.



If there is any such thing as a certainty today, then a fact which can be stated as a certainty is that HATARI! is a motion picture bound to thrill and entertain the whole wide world!



PARIS - Back home after thrilling work in Africa are Michèle Girardon (left-centre) and Susan Greenberg, the latter a special photographer on the Howard Hawks production. At right is James Merrick, "Hatari!" publicist. At left is Marcel Hamel, Paramount's traffic manager in Paris. The scene: Orly Airport.



NEW YORK - Mr.and Mrs. Red Buttons arrive at Idlewild Airport from the African location of "Hatari!" - and they appear to have adopted two of the minor, non-English-speaking members of the cast of the mighty Howard Hawks production. Red Buttons is co-starred with John Wayne in the adventure film about animal-catching.

Honest Amazement

Following the above press conference with Howard Hawks, executives saw a projection of about one hour of some of the highspot scenes of HATARI! We want to go on record in stating that we, nor any other viewing audience in the history of the screen, ever have seen the likes -- for excitement, for thrills, for sheer human pulse-pounding -- of what audiences of the near future have in store for them in HATARI!

This picture is undiluted, unprecedented, wonderful sensation-excitement. The footage screened left its audience twice-times breathless; once from the action portrayed, and once from delight at Paramount having in its grasp this marvelous film made against a background that also will leave you breathless.

HHHHHHHHHHHH HHHHHHHHHHHH HHHHHHHHHH HHHHHHHH

The best way to know God is to love many things.
Vincent van Gogh



If you've ever given a thought to Audrey Hepburn's back - here's what you've been thinking of. This is how Audrey looked when she was looking at one of the Tiffany windows in New York City, for a scene in "Breakfast At Tiffany's."



ROME - The balloon gag in "It Started In Naples" was played for all it was worth when the Paramount picture played here. Different colored balloons carried the names of the film's three stars ---- Clark Gable, Sophia Loren and Vittorio De Sica.

"ONE-EYED JACKS" SARA' GRANDE NEL MONDO INTERO

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Il primo film di Merlon Brendo per la Paremount che è steto in levorazione e Hollywood sin dell'agosto del 1958 sta per fare le sue epparizione sugli schermi del mondo in tutte le sua rsdiose magnificenze. Dopo une meticolose opera di montaggio durata mesi e mesi, ONE-EYED JACKS è ora pronto per le decine di milioni di emmiretori che in tutto il mondo ennoverano Merlon Brando tra gli estri del cinematografo più famosi. A New York è steto assegnsto un epposito gruppo di specielisti per il lenciemento di questo film tanto ensiosemente etteso. Le pellicole uscirà el Cepitol di Broedwey con le pompe riservete ei film di velore superletivo e non occorre eggiungere che su queeto evento vi forniremo e suo tempo empi dettegli e fotografie.

In questo numero troverete notizie e illustrazioni sul primo giro ell'estero compiuto de Cherlee P. Jurce nelle sue nuove veste di direttore della pubblicità e lenciamento delle Peramount Internetionel Films, giro che si è esteso e tutts l'Americe Letine, con perticolare ettenzione el lenciemento di PSYCHO nelle città più importenti.

Sempre in teme di viaggi, vi diamo questa volte eltre fotografie relative elle visite di Mr. George Weltner in Austrelia e Nuova Zelende dove egli è stato oggetto del più schietto entusiasmo, come vedrete voi stessi delle illustrezioni. Altre notizie di vieggi riguerde Mr. James E. Perkins, presidente delle Paremount International, il quale si trova in America Latina al momento in cui andiamo in macchina.

Gli Studi Peramount di Hollywood sono steti in piene ettività questi ultimi tre mesi e continuano ed esserlo tuttore. Abbiamo già avuto occesione di dervi empi dettagli su queste ettività di produzione e non dubitiamo che dette notizie, le queli vi verranno certamente tredotte sul posto, saranno accolte e seguite da ognuno di voi col più vivo interesse. Vedrete cosi che abbiemo dinenzi e noi un periodo meraviglioso del punto di viste della produzione, con diversi di quei film che gerentiscono magnifici incassi per enni ed anni, più o meno come nel ceso di I DIECI COMANDAMENTI.

A proposito di quest'ultime pellicole che sul merceto estero ste continuendo il suo glorioso cemmino, vi riesumiamo in eltre pagine le notizie più salienti provenienti de varie parti del mondo, e ci riserviamo di fare eltret tento in ogni nostro numero.

Ma naturalmente c'è enche un altro lavoro che continua a fere epoce nella nostra storia: PSYCHO. Questo incredibile film non solo ha dato finora dei risulteti che vanno essolutamente oltre ogni immaginezione, ma comincia pure e ferci pensere el come Alfred Hitchcock riuscirà mai e risolvere il problema, quendo comincerà il euo nuovo film per le Peremount, di venir fuori con quelcose che batta il suo PSYCHO. E purtroppo poco eepremo per ore in ergomento perchè Hitchcock che è riuscito a creere quelle splendide "cortine di silenzio" intorno e PSYCHO fin de quando ere in levorazione, ne ste escogitendo una encore più impenetrabile per le sue nuove pellicole.

Per il momento, però, pensiamo el prodott ettuale. Dedicetevi con tutte le vostre energie e studiare il più spettacoloso e redditizi lenciamento di ONE-EYED JACKS.



RIGHT

GENOA - Cinema Orfeo made use of this unusual truck display to create a wide interest in the Hal Wallis production, "Career." Truck toured the city and suburbs for a full week prior to film's opening.



NAPLES - Interesting display treatment of front of the Metropolitan Theatre here for a picture of more than passing interest locally -- Paramount's "It Started In Naples."



One of the most estimable United States weekly magazines given multi-million circulation via distribution as part of a number of local newspapers, is "Family Weekly." A recent issue, as seen above devoted its cover and its main featured article to Shirley MacLaine, star of "All In A Night's Work" and "My Geisha."

'MISTER H'S' "PSYCHO" CONTINUES TO BE THE MIRACLE PICTURE OF THE DECADE



MANILA, Philippines - The "door that you cannot crash at 'Psycho' screenings" was presented symbolically in the lobby of the Galaxy Theatre here when the Hitchcock shocker produced a success here that was not only typical of the picture, but of the Galaxy itself. The two ushers shown with the 'prop' door certainly dissuaded anyone - but anyone - from trying to crash the auditorium after "Psycho" had started.



KUALA LUMPUR - Folks in this area certainly got to know about "Psycho" when the Hitchcock shocker came to Cathay's Odeon here. This travelling float not only gave them the news in English, Malay and Chinese, but also showed them "Mr.H." with his internationally famous injunction about seeing the film only from the beginning.

SINGAPORE - Eighteen paying customers were kept out of the 1,300-seat Cathay during the 105 screenings of "Psycho", because they came late.

Advertisements in all local newspapers of four languages (English, Chinese, Malay and Indian) stressed film's exact starting times, also that patrons who came late would not be admitted. 80,000 patrons saw the picture - on time. Eighteen didn't. But they didn't miss the picture.

Their tickets were validated for subsequent days when, no doubt, they came on time.





BRUSSELS - The night shot of this city's eminent Eldorado Theatre shows the manner in which the fans queued up in the tens of thousands to see Hitchcock's "Psycho"; the day shot is information concerning the 3-stories-high "Psycho" sign - largest and most impressive in the Eldorado's history.



KUALA LUMPUR - It is required that you ascend these steps at the Odeon Theatre here before the beginning of "Psycho" - or you know what will most assuredly happen to you.

BELOW

RIO DE JANEIRO - Crimson footprints point the way to the screening of "Psycho" in the Paramount projection room here during the special meeting convened by Charles P. Jurce in connection with the salesmanship and showmanship session on "the care and handling of 'Psycho'." Shown in the scene also are some of the special displays for the Hitchcock shocker made locally, as well as those which are adaptations of the U.S. showmanship items.





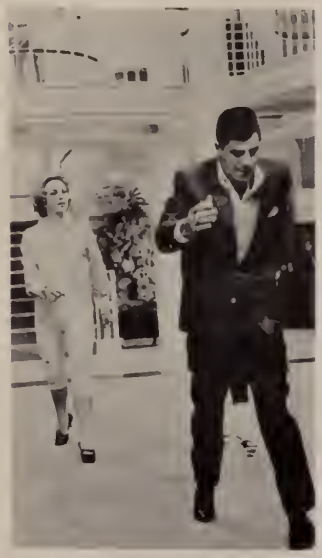
ROTTERDAM, Holland - Another of those celebrated Dutch trailers which carry film messages so effectively. This one is in front of the Thalia Theatre, but is advertising "Psycho" also for the Passage Theatre in the Rotterdam suburb of Schiedam.

"PSYCHO" is a towering success the world over. We expect to go on devoting a page or more to it for months to come. Next month, for instance, we will have more news on Latin America's reaction to the Hitchcock shocker, as well as more news from many parts of Europe.

T I T L E S.....

"DEADLOCK" is the final title of the Edmond O'Brien production formerly known as "The Soft Touch."

"HELL IS FOR HEROES" is the final title of the production, starring Bobby Darin, formerly known as "Separation Hill."



One way to get away from women is to out-walk them. So decides Jerry Lewis in "The Ladies' Man." But when you're in a house with 29 rooms, and a lovely gal in each room, the plan is easier than the practice. However, you know Jerry..... things usually seem to work out in the long run. Excepting that this is a much longer run than usual.



STOCKHOLM - Pillaradvertising here for the Sophia Loren-Clark Gable comedy, "It Started In Naples."



ELVIS PRESLEY was on the cover of The Cash Box, issue of March 18th. This magazine is the foremost publication devoted exclusively to the record business. The caption beneath his picture reveals that to date the RCA records made by Elvis have sold in excess of the staggering amount of $76,000,000 - yes, Seventy Six Million Dollars. Not bad for a young man who was completely unknown 5 years ago.



KLAMATH FALLS, Oregon - George Mann, one of the nation's most astute believers in the fine dividend that showmanship pays, gave "The World of Suzie Wong" the full showmanship play when the ace attraction came to his Esquire Theatre. He travelled all the way to San Francisco's Chinatown for these Chinese costumes for his ushers, plus one for house manager Leona Row, top left in the above picture. The doorman and cashier also had special costumes, and the ushers handed out fortune cookies containing plugs for "Suzie Wong" during the week prior to the film's opening.

MINNEAPOLIS The other day Salesman Joe Rosen was stranded in Grafton, North Dakota for several hours due to icy highway conditions. Joe used this to good advantage by spending all

"It Started in Naples" Starts A New Kind of Trailer!



ROME - Italy has devised a new and fascinating form of travelling trailer, shown above in this city's Piazza Cinquecento, locale of the Termini Station. Similar trailers also are operating in Milan, Bologna and Florence. The photo above, however, is simply preliminary to this effect, in the picture below....



.....for the trailer has now spread its wings in both directions to give all of the pertinent information about "La Baia di Napoli" ("It Started in Naples"). The locale is the same as in the picture above, excepting that the display is now ready to catch the attention of the countless thousands pouring in and out of the Termini Station. And there are other locations for this unique display.....



this time with the exhibitor and sold and date all the current pictures, and also sold PARTY CRASHERS, HOUSEBOAT, HELL BROKE LOOSE, TOKYO AFTER DARK, THE TRAP, and SEVEN LITTLE FOYS.

Everyone in the Branch misses the smiling face of our former Booker, Les Bird, who transferred to the San Francisco Branch on March 1s We all wish him the best of luck as he leaves a gap in our Booking Department which will be hard to fill.

Roger Germann, Booker, recently purchased a new Renault. We hope he can find a parking space near the office, otherwise we expect to see it parked under his desk some morning.

-H. Schneider

SHOWMANSHIP WILL BRING A SHOWMAN'S SHIP TO PORT..



FOR GOODNESS SAKE
SUZIE WONG say....
This is Fine Place
to Dine....
Fine Film at....
KALLET
SHOPPINGTOWN
THEATRE
in DeWitt
For Goodness Sake

DEWITT, New York - A fine and most appropriate piece of showmanship on behalf of "The World of Suzie Wong" was done by Sam Mitchell in the Shoppingtown Theatre here. Cards bearing the "For Goodness Sake" line used so charmingly by Suzie were everywhere in evidence throughout this city.

And when this evidence of good showmanship was sent to us, "Suzie Wong" was already in its 9th week at the Shoppingtown Theatre.

New Media Hitting Showmanship Spot

Paramount's new Press Book and Showmanship Manual, extensively noted last issue, has been meeting with fine and practical response from top national showmen.

Reaction to the initial publication under the new order - the manual on "The World of Suzie Wong" - was most praiseworthy, followed by wide acclaim for the manual on "The Savage Innocents.

Exhibitors are really getting the tools for business these days: showmanship pictures and showmanlike showmanship.



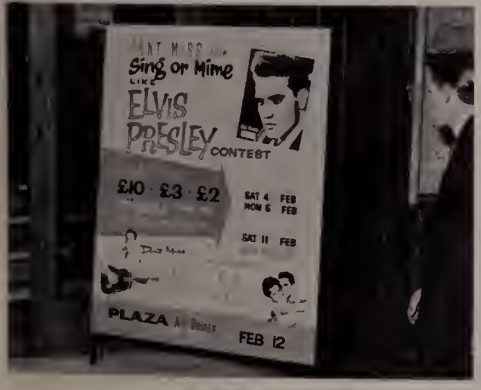
AMSTERDAM - On the evening of January 16th, most of the more than 800,000 television sets in Holland were turned on to the 40-minute Alfred Hitchcock program. Six of the minutes were devoted to the special Paramount trailer for "Psycho," a scene from which, with Dutch superimposed titles, is shown above. Priceless free publicity!



CAIRO, Egypt - The Radio Cinema here does not show Paramount product exclusively, but its management does esteem the Paramount trade mark in the attracting of patronage. Here, prominently displayed, is the Arabic version of Paramount's trade mark in the lobby of the Radio Cinema.



AMSTERDAM - We've shown pictures of the large advertising trailers which carry film and star messages around the cities of this country. But these vehicles can traverse only the larger thoroughfares. So there was devised the above 3-wheel trailer for getting through the narrower Dutch streets....Not a bet is passed up, in Holland.



MADRID - The horsemen shown at top right couldn't carry signs about "Last Train From Gun Hill," but whenever - and wherever - they stopped, they handed out fac-simile railroad tickets with the title of the Hal Wallis film printed thereon. Also the theatre's name.

LEFT

MANCHESTER - Here's quite an idea - a "Sing or Mime" contest. put on in connection with "G.I. Blues" by the Plaza Ballroom at All Saints, a suburb of this English city.

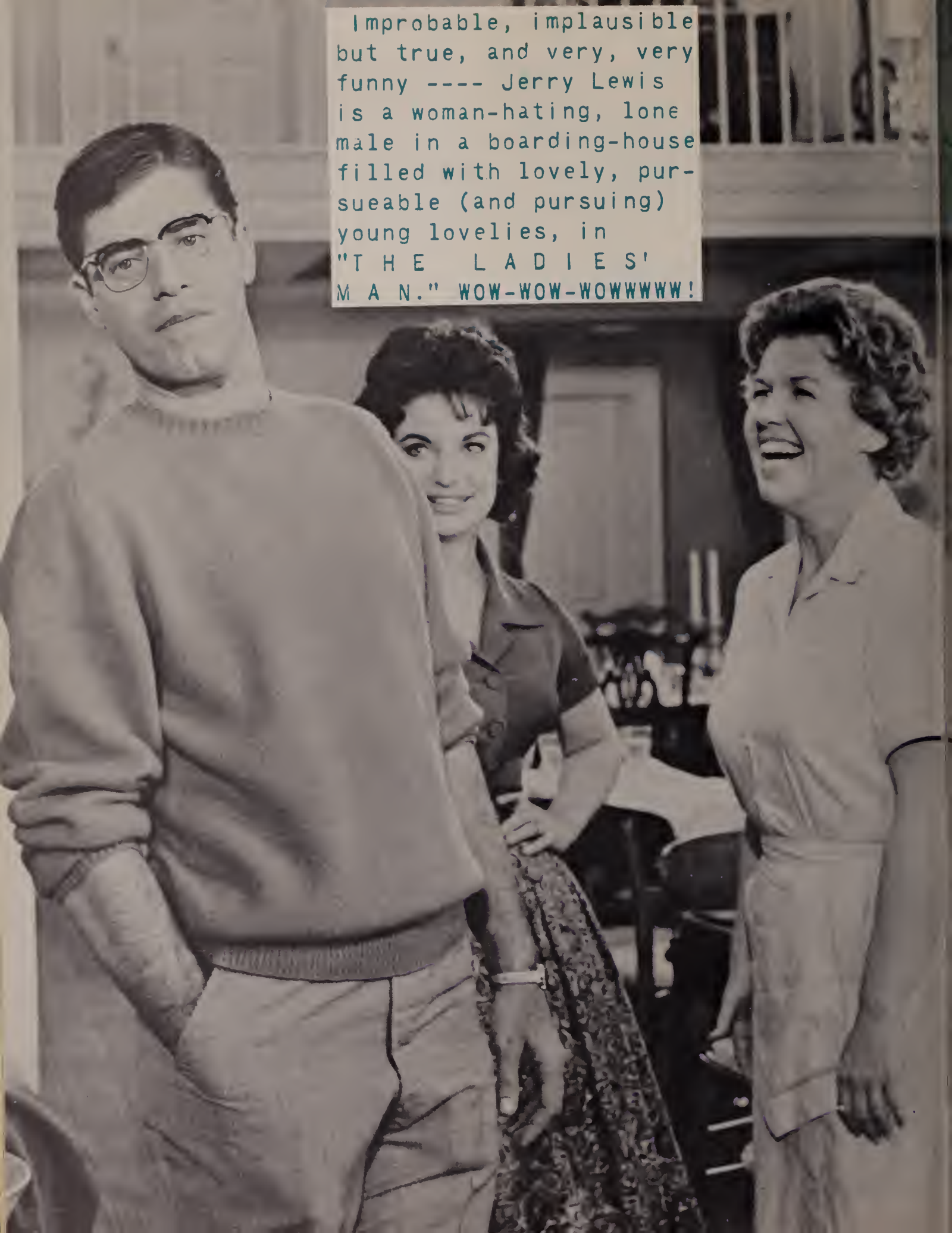


RAVENNA, Italy - Where else in the world would you find individual theatre showmanship of this calibre? And this isn't in Rome, or Paris, or Bombay, or San Francisco. This is in the medium-sized city of Ravenna - the Cinema Moderno's appreciation of Jerry Lewis' "Visit To A Small Planet." Bravo!



MADRID - Outdoor showmanship stringencies in Spain required that these two horsemen parade the main streets of this capital city minus any word to the effect that they were publicizing "Last Train From Gun Hill." Yet the populace knew - and the fine Hal Wallis production benefitted accordingly.





Improbable, implausible but true, and very, very funny ---- Jerry Lewis is a woman-hating, lone male in a boarding-house filled with lovely, pursueable (and pursuing) young lovelies, in "T H E L A D I E S' M A N." WOW-WOW-WOWWWWW!

THIS IS THE MOST DELIGHTFUL PARAMOUNT PICTURE IN 20 YEARS.

* * * * * * * *

Its title is "The Pleasure of His Company," and we dare you to name a happier film made by Paramount in the past two decades.



Debbie Reynolds, Charlie Ruggles, Gary Merrill and Lilli Palmer examine, with varied emotions, one of the oddest wedding gifts ever to turn up in advance of a marriage. The incident provides but one of a host of honest laughs in this gay and rememberable picture.

"THE PLEASURE OF HIS COMPANY" was previewed at two theatres in Chicago on March 10 and 11, and at a theatre in New Rochelle, NY, on March 17th. Audience reactions in all three instances were so wonderful that these rank as probably the most gratifying 'sneak' previews in recent Paramount history.



The mother of the bride (the truly delightful Lilli Palmer), and her ex-husband (played by the fast-stepping, gay and quipping Fred Astaire) exchange views on who should have first, middle and last say on the wedding of their daughter (Debbie Reynolds).



Father and daughter (Fred Astaire and Debbie Reynolds) lend happy strength to the belief that dancing is one of life's finest gaieties.



The long-absent father (Fred Astaire) comes back to see what kind of a guy (Tab Hunter) his daughter (Debbie Reynolds) has decided to marry. And he darned nearly succeeds in breaking up the impending marriage.



Gowns in the picture were of course designed by Academy Award-winning Edith Head. Here Miss Head examines one of her creations as modeled by Debbie Reynolds.

A grandfather's kiss is one of the crowning touches to the happiness of the bride in this lovely, lilting film. Tab Hunter, Debbie Reynolds and Charlie Ruggles contribute a scene not to be forgotten.





SAN FRANCISCO - Here is a glimpse of this city as referred to in the story at right. Here is one of the steep streets where the cars have to park in horizontal positions. In the foreground, a couple of lovely people - Debbie Reynolds and Charlie Ruggles - remind us that San Francisco is the locale of the gay and delightful Perlberg-Seaton production, "The Pleasure of His Company."

The Haunting Sounds Of San Francisco

Ever since it was first issued in the days when "Teacher's Pet" was being produced, the Perlberg-Seaton bulletin called The Chronicle has proven to be an intriguing publication. Volume 5, #1, of January 25th was devoted to "The Pleasure of His Company," and we are sure that everyone who has been in San Francisco (locale of the heart-warming comedy) will be intrigued by this account of the basic concept of the film's musical score:

Few, if any, composers who create more or less exclusively for pictures tackle their work with more thoroughness than Alfred Newman. In doing what he calls his "track and field" work, Newman is now almost totally immersed in the sounds of San Francisco; locale for "The Pleasure of His Company." He has a theory that all locales have a sound, and that unconsciously, one can be made aware of those sounds of the city through music, as well as hearing them in actuality.

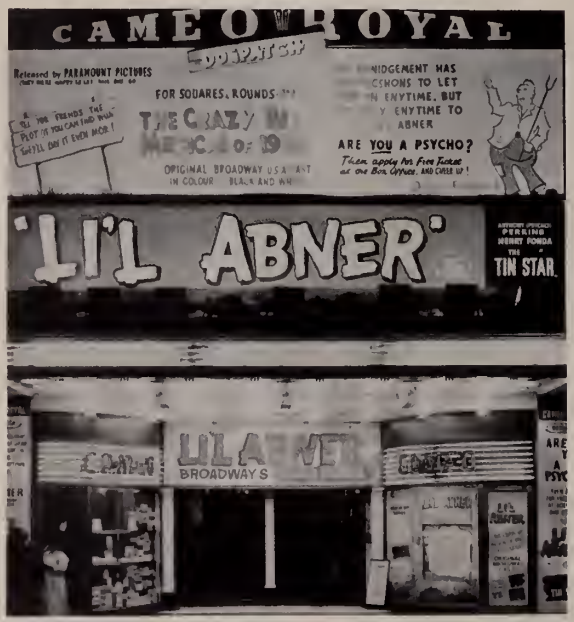
We'd never really thought about it, but San Francisco does sound differently than New York or Chicago. Cable car bells, fog-horns, grinding of gears and engines laboring as cars go up the hills, etc. All of these sounds, according to Newman, should be in the music without any one sound dominating. The music should say "San Francisco" as well as setting the mood and pacing tempo of the dramatic scenes. We look forward to a particularly outstanding score for "The Pleasure of His Company."



MANILA, Philippines - 'Alfred Hitchcock,' expounding what has now become one of the best known 'warnings' in the world today, occupies one of the most travelled spots in this city to tell picturegoers what they can, and cannot, do so far as concerned the showing of "Psycho" at the Galaxy Theatre. Twenty (20) similar 'Hitchcocks' occupied 'warning' posts in other popular parts of Manila.



PENANG, Malaya - Here, where manpower is cheaper than horsepower, handcart floats were employed to spread the word about the Cathay Cinema's showing of "Psycho." First handcart told about the film, the second one carried the message about no one being admitted to the Cathay after the film's start.



LONDON - A lot of good tongue-in-cheek humour was used by Basil Clavering when he showed "Li'l Abner" at his Cameo-Royal in Charing Cross Road. Note the take-off on "Psycho" in which "The Manidgement has instrucshons to let yew in enytime, but enytime, to see 'Li'l Abner," as well as the many other quips. Including the "Cert. YEW," being a take-off on the censorship's "U" (Universal viewing).



CHICAGO - Shown here, L to R, are Henry Ehrlich, Paramount field representative; Jack Armgardt, Paramount salesman; Cadet Gary Creager, Onarga Military Academy, Onarga, Ill.; L. J. Bennett, manager, Mode Theatre, Onarga (a Kerasotes cinema); and Richard Frank, Paramount branch manager, Chicago.

Recently the Mode Theatre, in connection with the Jerry Lewis film, ran a "Lucky CinderFella" contest, and Cadet Creager proved to be the 'Lucky' one. His prize comprised a permanent pass to the theatre, a trip to Chicago, visiting the Paramount film branch; luncheon as the guest of Mr. Frank and Mr. Ehrlich, a visit to the Roof Garden of the Prudential Plaza, a meeting with Ralph Smitha, vice-pres. and general manager of Essaness Theatres, and being his guest to see "The World of Suzie Wong" at the Essaness Woods Theatre.

Hal Wallis' "All In A Night's Work" has been recommended for adults and mature young people by the Protestant Motion Picture Council.

The Paramount release is a "lively farce..well cast and well acted," according to the Council's review.

"Come Blow Your Horn," the new Broadway comedy hit at New York's Brooks Atkinson Theatre, will be brought to the screen for Paramount release by Bud Yorkin and Norman Lear.

SCREEN PRODUCERS GUILD HONORS ADOLPH ZUKOR WITH 1961 MILESTONE AWARD

One of the crowning moments in the eventful life of 88-year-old Adolph Zukor came the evening of March 5th as he received, in the gay and crowded ballroom of the Beverly Hilton Hotel in California, the 1961 Milestone Award for his multiple contributions to the greatness of the motion picture industry. More than 1,200 persons, including the former Vice-President of the United States and the present Governor of California gathered to honor the founder of Paramount and the reigning senior citizen of our industry.



This is the Milestone Award, proudly held by Mr. Zukor (with the help of Jack Karp). Beautiful Mary Pickford and Paramount's president, Barney Balaban, complete the historic quartette.



View of the dais at the Beverly Hilton as Mr. Zukor spoke in acceptance of the Milsetone Award. Note the reproductions of early posters of Paramount pictures in this photograph as well as the one at top right.

In his acceptance speech, Mr. Zukor made a number of nostalgic references to events in the early days of the motion picture, forecast that "talented men and women will continue to join our ranks and will help to raise the standards of motion pictures to greater heights," and he "deeply appreciated the congratulations and good wishes of the President of the United States, John F. Kennedy, and prays for his good health and happiness."



BEVERLY HILLS - Top table at the Beverly Hilton as the annual banquet of the Screen Producers Guild preceded the award, to Adolph Zukor, of the Milestone Award for his great contributions to the motion picture industry. Reading L to R: Jack L. Warner, Debbie Reynolds, Barney Balaban, Bob Hope, Gina Lollobrigida, former Vice-President of the United States, Richard M. Nixon; Walter Mirisch, president of the Screen Producers Guild; Adolph Zukor, Jimmy Stewart, California Governor Edmund 'Pat' Brown, Mary Pickford, Y. Frank Freeman, Natalie Wood, Jack Karp.



Former Vice-President Richard M. Nixon and Adolph Zukor flank Adolph Linnick, 92 years old and member of the one-time firm of Jones, Linnick and Schaefer, with whom Mr. Zukor was associated in the imperishable days of the Nickelodeon.

Highspots

When all was set for the dinner, and the dais guests had entered, an instant of consternation impended: Mr. Zukor was not among the guests. Then the vast ballroom darkened, all but a pencil spot pointed at the far end of the aisle. There stood Adolph Zukor, arm in arm with Mary Pickford.

A heart-tugging hush as they slowly made their way to the dais. Then a storm of applause - and not a few tears of sheer joy.

Richard M. Nixon, former vice-president of the United States, talked privately with Adolph Zukor for more than a quarter of an hour. Then he told friends that he had travelled the world and met many famous people, but had never learned more from anyone in so short a span of time as he had learned from Mr. Zukor.



Former Vice-President Richard M. Nixon and Adolph Zukor enjoy a chat before the dinner began.

"If I measured up to half of what's been said here tonight, I'm sure I would be seated in the front row of Paradise. Long live motion pictures! God bless America!"
Adolph Zukor's words as he accepted Milestone Award.

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Paramount presents

MARLON BRANDO

KARL MALDEN

There are two sides to every man—good end bad, strong and weak, tender and savage. Only one side is revealed by some men at any given moment. They ere the one eyed jacks...

ONE EYED JACKS



But you have never seen the likes of this one eyed jack. A man from nowhere, going nowhere, the victim of his own passions. One of a kind, a legend in the flesh, battering his way toward his destiny.

You will expect violence from him, but you will never guess when it will come and where. You will watch him fight, loot, carouse—with all the reckless animal intensity of a man without tomorrows ...until a shattering betrayal and a different kind of woman set off a great struggle inside him. In his story, with all of its power and magnificence, is inspired one of the most explosive performances ever to come to the screen.

And you will be caught up, surrounded, overpowered by this brilliant drama, filmed against a panorama of crashing sea and burning desert and the forces that can tear a man apart—or turn the face of a one eyed jack.

The one man • The one story • The one motion picture to see •



A SPECIAL PRESENTATION POLICY FOR THIS MAJOR MOTION PICTURE EVENT

—For your convenience, and to make it an occasion for you, a new presentation policy has been arranged: you may purchase a regular admission ticket up to seven days in advance for the performance of your choice. You will be guaranteed a seat at the start of this performance for your fullest enjoyment of "ONE EYED JACKS."

Advance tickets will go on sale on Friday, March 17 at the CAPITOL Theatre boxoffice and at all Loew's Theatres in the metropolitan area

CONTINUOUS PERFORMANCES Start THURSDAY, MARCH 30th

NEW LOEW'S **CAPITOL** BROADWAY at 51st STREET

Monday through Saturday 10:30 a.m., 1:20 p.m., 2:45 p.m., 6:30 p.m., 9:15 p.m. Midnight showings Friday and Saturday Sunday, 12:15 p.m., 3:15 p.m., 6:00 p.m., 9:30 p.m.

KATY JURADO BEN JOHNSON PINA PELLICER ... SAM PECKINPAH ... MARLON BRANDO GEORGE GLASS, WALTER SELTZER "UY TROSPER & CALDER WILLINGHAM ... PENNEBAKER VISTAVISION® TECHNICOLOR®

Massive readership of The New York Times learned of the mightiness of "ONE-EYED JACKS" via this full-page advertisement in the issue of March 12

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Paramount WORLD
Vol. 7, No. 4 April, 1961

"Vengeance is Mine!" ---
Swore this "One-Eyed Jack"

"O N E - E Y E D J A C K S"

"I have the obligation and the opportunity in a recently discovered impulse, to try to communicate the things I think are important. I want to make a frontal assault on the temple of cliches.

"Our early day heroes were not brave one hundred percent of the time nor were they good one hundred percent of the time. My part is that of a man who is intuitive and suspicious, prideful and searching. He has a touch of the vain and a childish and disproportionate sense of virtue and manly ethics. He is lonely and generally distrustful of human contacts.

"Properly handled, the folklore of the outdoor era contains all the vital ingredients of powerful picture-making."

-- Marlon Brando

Introduction to the Information Guide

"ONE-EYED JACKS" HAS PREMIERES IN NEW YORK, BOSTON, PHILADELPHIA, WASHINGTON, CHICAGO



PHILADELPHIA - Front of the Fox Theatre here with the special line of those who bought tickets in advance for "One-Eyed Jacks." They not only got good seats, but they had the privilege of seeing the Marlon Brando picture from the beginning - a practice which is growing in popularity.



WASHINGTON, D.C. - Nighttime line-up at the Capital's Town Theatre awaiting the start of another performance of the receipts-getting "One-Eyed Jacks."

Fine Tribute to "O-E J" Trailer...

Martin Davis, Paramount's advertising, publicity and showmanship head has received the following compliment on the "One-Eyed Jacks" trailer from Ernest Emerling, vice president in charge of advertising and publicity for Loew's Theatres:

The trailer for "One-Eyed Jacks" should make a weighty impact on audiences, thanks to its imaginative concept and dramatic execution.

It is certain to create a desire-to-see on the part of the viewer, as it promises a staggering number of dramatic highlights. This trailer is, in essence, entertainment, because of its sheer novelty. And that can't be said of many trailers.



NEW YORK - Lucky guys at the top of the queue at the Capitol - all with the idea of seeing "One-Eyed Jacks" from the beginning. Opening week of the Marlon Brando thriller set a new Capitol record.

As we go to press, "One-Eyed Jacks" already is in its 4th successful week at the Capitol in New York, has premiered powerfully in Chicago, and is very much the talk of Boston, Philadelphia and Washington.

Our special cover this month honors one of the most momentous motion pictures ever to bear the insignia of the Paramount organization. Years connected with its production have been climaxed by one of the most thoughtful and provocative showmanship campaigns devoted to a film in recent years. Furthermore it has been given five special test releases as indexes to the nature of the national release campaign which will begin at the end of the next month.

With respect to the world market, interest in this highly important production is running very high. Paramount International's president, James E.Perkins, who returned recently from a business trip embracing all of Latin America, reports many exhibitor inquiries concerning the early availability of "One-Eyed Jacks," as well as the possibility of at least one member of the film's cast making a personal appearance journey. This interest is heightened by the fact of having two of the film's top players - Pina Pellicer and Katy Jurado - being from Latin America.

Meanwhile in home office, the special productions department headed by Milton Goldstein is preparing to give "One-Eyed Jacks" the 'full distribution treatment' in all respects, and in all parts of the world. Paramount International is fully cognizant of the fine box-office potential this film has in a vast territory craving films with excitement, action and mighty scope -- all of which "One-Eyed Jacks" has in full measure.

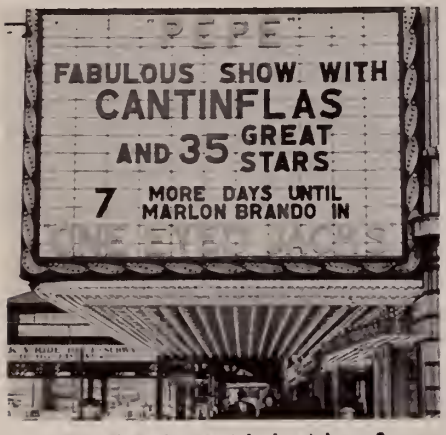
Paramount has enjoyed a world-wide reputation over the past several decades of coming up regularly with a mighty box-office production to make all showmen happy. "One-Eyed Jacks" appears to be 1961's contribution to this timeless record.

New Chemical Element May Be Named for Dr. Ernest Lawrence

A new element - Element 103 on the atomic scale - has been announced by the Atomic Energy Commission. Discovery of the new chemical element was made after nearly three years of research by scientists at the Lawrence Radiation Laboratory at the University of California in Berkeley.

The University of California researchers have proposed that the element be named lawrencium, with a chemical symbol of LW, in honor of the late Dr. Ernest O. Lawrence, inventor of the cyclotron and founder of the laboratory that now bears his name.

Dr. Lawrence also was the inventor and developer of the Lawrence Color Tube which is now owned by Paramount and which is a most important factor in the company's television developments.



Such is the anticipation for "One-Eyed Jacks" that here we have the Chicago Theatre, Chicago, announcing its coming on the marquee along with the current film.

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Volume 7, Number 4 April, 1961 ALBERT DEANE, Editor

WITH THIS ISSUE we officially 'launch' another great Paramount production upon the sea of popular film entertainment. In all parts of the world the advent of Marlon Brando in "One-Eyed Jacks" has been awaited with deep interest and tense excitement. Audience reaction to the picture in the five 'tryout' centres in the United States -- New York, Washington, Chicago, Philadelphia and Boston -- has produced the firm conviction that we have in "One-Eyed Jacks" an ace property from all entertainment standpoints. Because of this valuable asset, all of upcoming release engagements are being precisely planned, with advance screenings being set for opinion-makers, newspaper publishers, editors, columnists and reviewers; radio and TV station managers, news commentators and disc jockeys; leading local figures and celebrities; and record dealers (to make sure that the picture's dramatic musical theme is given the national attention it merits).....All of these aspects of presentation are mentioned here principally to stress again the fact that in Marlon Brando's "One-Eyed Jacks" we have a giant picture that is destined to be not merely a national success, but a thundering international success as well.



HOLLYWOOD - Monsignor Thomas Little, head of the Legion of Decency, and a man deeply dedicated to the best interests of the motion picture, was a recent visitor to the working set of "Hatari!" He was the guest of Studio production head Martin Rackin, and of the producer-director of the film, Howard Hawks (right). He also learned interesting details of the filming of the picture in Africa from co-star Elsa Martinelli, at left.



Danny Kaye's "On The Double" was screened in Home Office on April 13 for the top company executives, and the unqualified reaction, unanimous, is that "this is far and away the funniest, most uproarious, picture that Danny Kaye has EVER made!"

THE WORLD IS "SUZIE WONG'S"

Ray Stark's Paramount release has had a thundering entertainment impact wherever it has had presentation. We show here some (just a few) of these 'impacts' as 'trailers' for many more to follow as "The World of Suzie Wong" progresses seductively, sinuously - and successfully - around the globe.

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THE WORLD WAS CERTAINLY SUZIE WONG'S in Paris when the saga of Hongkong's seductiveness was the compelling attraction at the Paramount Theatre there. The celebrated cinema never had it so good, showmanship-wise, as the day when "The World of Suzie Wong" moved in, bag and baggage, and the box office got ready with sacks for the francs.



PARIS - Gala premiere of "The World of Suzie Wong" at the George V. Cinema brought out the Garde Republicaine.



HELSINKI, Finland - Front of the consistently successful and progressive Aloha Theatre during the engagement of "The World of Suzie Wong."



TOKYO - Facing one of this capital's main railroad stations was this Trade Mark-topped sign for "The World of Suzie Wong."

RIGHT

ROME - Shot at dusk of the front of the Barberini Theatre during the highly successful run of "The World of Suzie Wong."

BRUSSELS - The Ray Stark production bore the title of "The Little World of Suzie Wong" when it has its very successful release here at the celebrated Eldorado Cinema (at right).









Classic example of the keynote advertising used on "One-Eyed Jacks" in the lobby of the Capitol Theatre in New York.

BOSTON - Through the active sparkplugging of field representative Arnold VanLeer, actor Karl Malden engaged in a most most heroic spate of activity here in the interests of "One-Eyed Jacks." He was made an honorary Sheriff of Boston, did a host of radio and TV appearances, met all top press representatives, visited the Jimmy Fund Building and the Boston Globe, and also Sammy's bowling alley, owner of which is Sammy White (catcher for the Red Sox).

In the scene above, Malden and Dann Finn, general manager of the Astor Theatre, display a copy of the "One-Eyed Jacks" souvenir book in the lobby of the Astor. At left is John Moore, Paramount's Eastern regional sales manager.

KARL MALDEN REALLY "HIT THE ROAD" IN INTERESTS OF "ONE-EYED JACKS"



PHILADELPHIA - One of Karl Malden's fine interviews on the national tour was given over Station WCAU here. Malden is at right. Others, L to R: Leo Gottlieb, assistant editor, TV Guide; Ed Harvey of WCAU; Jim Kiss, public relations director of TV Guide.



NEW YORK CITY - Karl Malden here is interviewed for "Coffee Break" by Bob Sokoler, host of the nationally syndicated radio program. Just one more chapter in a thoroughly fine national program in the interests of "One-Eyed Jacks."

O. E. J. -- ONE ENORMOUS JACKPOT..... The "Jack" Picture of All Time....

In New York, many thousands of tele-viewers saw Karl Malden on the Mike Wallace show and were deeply impressed by Malden himself and his philosophies about acting, and living. When the co-star of "One-Eyed Jacks" was in Chicago on a 5-day whirlwind visit, Henry Ehrlich, field representative, telegraphed "...Malden's cooperation was equalled by the fullest enthusiastic support and interest of radio, TV and newspapers, including the ABC network...Malden a great goodwill ambassador for 'One-Eyed Jacks' and Marlon Brando (co-star of the picture)...." In Philadelphia, according to Mike Weiss, field representative, Malden did the most comprehensive personal appearance job of any star in history. Among other things he made the film's title come alive to everybody with whom he spoke.

Arnold VanLeer, New England field representative, wired Joe Friedman, exploitation manager, in these terms: "Karl Malden came to Boston yesterday on behalf of 'One-Eyed Jacks.' He went through a series of activities which included interviews in seven daily newspapers with first-line drama and motion picture critics, and columnists. He was also interviewed on five of Boston's leading radio stations and had three television interviews on WHDH-TV-ABC.

Malden, one of the most cooperative show business personalitie in motion picture history, has done an ace job in shouldering the load for all of the personalities in "One-Eyed Jacks." He later mad the rounds in both Washington and Chicago, about both of which engagements we expect to have reports and pictures in our next issue, along with further news from New York, Boston and Philadelphia.

TWO-EYED CRITICS on "ONE-EYED JACKS"

E NEW YORK TIMES, TUESDAY, APRIL 4, 1961. L+ 43

Brando's Supreme Achievement-

"EXTRAORDINARY! Hard and realistic . . . romantic and lush. Having reached a towering pinnacle as an actor on stage and screen, Marlon Brando has directed himself and a fast cast in an extraordinary film!" —*Bosley Crowther, Times*

"★★★★ HIGHEST RATING! An exciting story, an unusual picture! I was vastly impressed with Marlon's work as director and star. It is his skillful direction and the fine photographic effects that he has achieved that make 'One Eyed Jacks' memorable!" —*Kate Cameron, News*

"EXCITEMENT AND INTENSITY! 'One Eyed Jacks' has an almost Venetian sensuousness, a visual energy . . . Brando, the director, has invested his picture with something of the quality that usually exudes from a performance by Brando, the actor. So much of it bears the stamp of his personality—in its visual excitement and intensity!" —*Paul V. Beckley, Herald Tribune*

"IMPRESSIVE, RICHLY REWARDING! The utter simplicity of the theme . . . and the imaginative use of color, space and sound are the golden coin of 'One Eyed Jacks'. You've got to give Brando credit for what he has wrought on film!" —*Justin Gilbert, Mirror*

"EYE-FILLING! Stunningly photographed and dramatically interesting . . . Brando gives a characteristically intense performance . . . the outdoor vistas are beautiful . . . rugged action!" *Rose Pelswick, Journal-American*

"RED-BLOODED ENTERTAINMENT! Brando's performance is top-hole as usual, and his directing is forceful, lively . . . and possessed of a good sense of character!" —*Archer Winsten, Post*

"A MEMORABLE MOVIE EXPERIENCE! Strong and stirring . . . sets an entirely new mood and atmosphere . . . the extraordinary force of Brando's presence is well-matched by Karl Malden's vigor. 'One Eyed Jacks' is startling in its detail, harsh in impact, altogether a memorable movie experience!" —*Alton Cook, World-Telegram*



Paramount presents
MARLON BRANDO
KARL MALDEN

ONE EYED JACKS

The one man • The one story • The one motion picture to see •



EXTRA!
BECAUSE OF THE RECORD CROWDS—
EXTRA LATE SHOW
NIGHTLY 11:50 P. M.

ONTINUOUS PERFORMANCES AT REGULAR PRICES
W TIMES—Mon. thru Sat.: 10:30 a.m., 1:00 p.m., 3:45 p.m., 6:30 p.m., 9:15 p.m.
ight showings Fri. and Sat. Sunday: 12:15 p.m., 3:15 p.m., 6:00 p.m., 9:00 p.m.
EATS ALSO ON SALE AT REGULAR PRICES FOR
XT SEVEN DAYS AT CAPITOL BOX OFFICE
And At All Loew's Theatres

DOORS OPEN 10 A. M.
NEW LOEW'S CAPITOL
BROADWAY AND 51st STREET

...BEN JOHNSON · PINA PELLICER · FRANK P. ROSENBERG · MARLON BRANDO · GEORGE GLASS, WALTER SELTZER · GUY TROSPER & CALDER WILLINGHAM · PENNEBAKER · VISTAVISION · TECHNICOLOR

Set forth here, for the information and guidance of film fans as well as serious picturegoers, is this advertised summation of the opinions of the top New York film critics*********

NEWS AND PICTURES FROM THE NORTH AMERICAN BRANCHES***



Hal Wallis' Hawaiian musical romance, "Blue Hawaii," now being filmed in Blue Hawaii with Elvis Presley as star, has Joan Blackman as its leading lady instead of the earlier announced Juliet Prowse.

Miss Blackman, one of Mr Wallis' 'discoveries' at the time he was making "Career," justified his faith at that time by turning in a brilliant performance in that film.

Under the direction of Norman Taurog she will sing and dance for the first time in films in "Blue Hawaii."



HOLLYWOOD - A joke is shared on the set of the super-animal thriller, "Hatari!" by Red Buttons, co-star of the Howard Hawks production, and Avik Gilboa, Israeli film correspondent.

NEW ORLEANS "The world of Suzie Wong" has been released here and we are very enthusiastic about this winner. We've also had our sneak on "All In A Night's Work" which everyone thoroughly enjoyed.

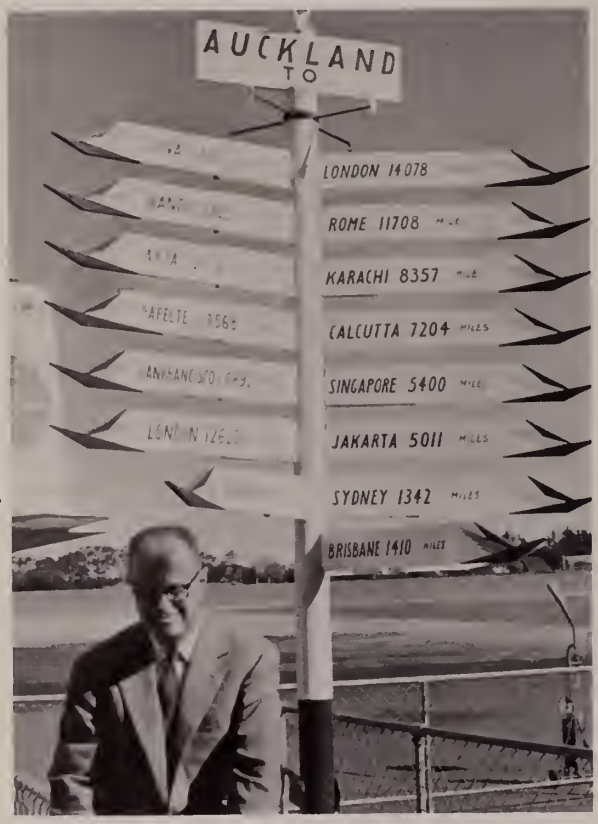
On the subject of screenings, the trade screening on "One Eyed Jacks" was held and from the female point of view (so we're told) it's really something.

Booker Jacquelyn Drews is now floating on "Cloud Nine" since she became engaged to Chester Stolarek. Congratulations, Jackie.

Joan Troncoso, and her husband Lee, along with Dave Richoux and his wife Diane enjoyed a "night out" at the Blue Room of the Roosevelt during the engagement of Sophie Tucker.

Branch Manager Holliday, the salesmen and bookers enjoyed a deep sea fishing expedition recently. They caught plenty fish, but on their way back to New Orleans they became fog bound and had to spend the night on the boat waiting for the fog to lift. What an experience. All of them came to the office on Monday with big smiles and nice suntans (or windtans?)

-Lea Collins



DISTANCES, HUH! You think it's a long way from San Jose to San Diego. Or from Butte to Bowie. Well, take a look at the spot that Mr. Weltner is at above, and get hep to some real distances.

The spot is the mileage marker at International Airport, Auckland, New Zealand. From this beautiful spot to San Francisco is a mere 6892 miles. Rome is a mere 11,708 miles away, and Calcutta is a mere newsboy run of 7204 miles. On the other hand, London is a matter of just 12620 miles if you want to fly to the East; but if you have an ornery streak in you like some of the characters in "One-Eyed Jacks," and prefer to travel in a Westerly direction, then London is Fourteen Thousand and Seventy-eight (14,078) miles away.

Scooters, anyone?

Hal Wallis has purchased screen rights to Jean Anouilh's "Becket," and will produce the drama next year for Paramount release.

Peter Glenville, director of the current Broadway production of the historical drama, will also direct the film version. Glenville recently completed direction of Wallis' "Summer and Smoke."

One of the current theatre season's top hits, "Becket" opened with Sir Laurence Olivier and Anthony Quinn as stars. Cast of the film version has not been set.

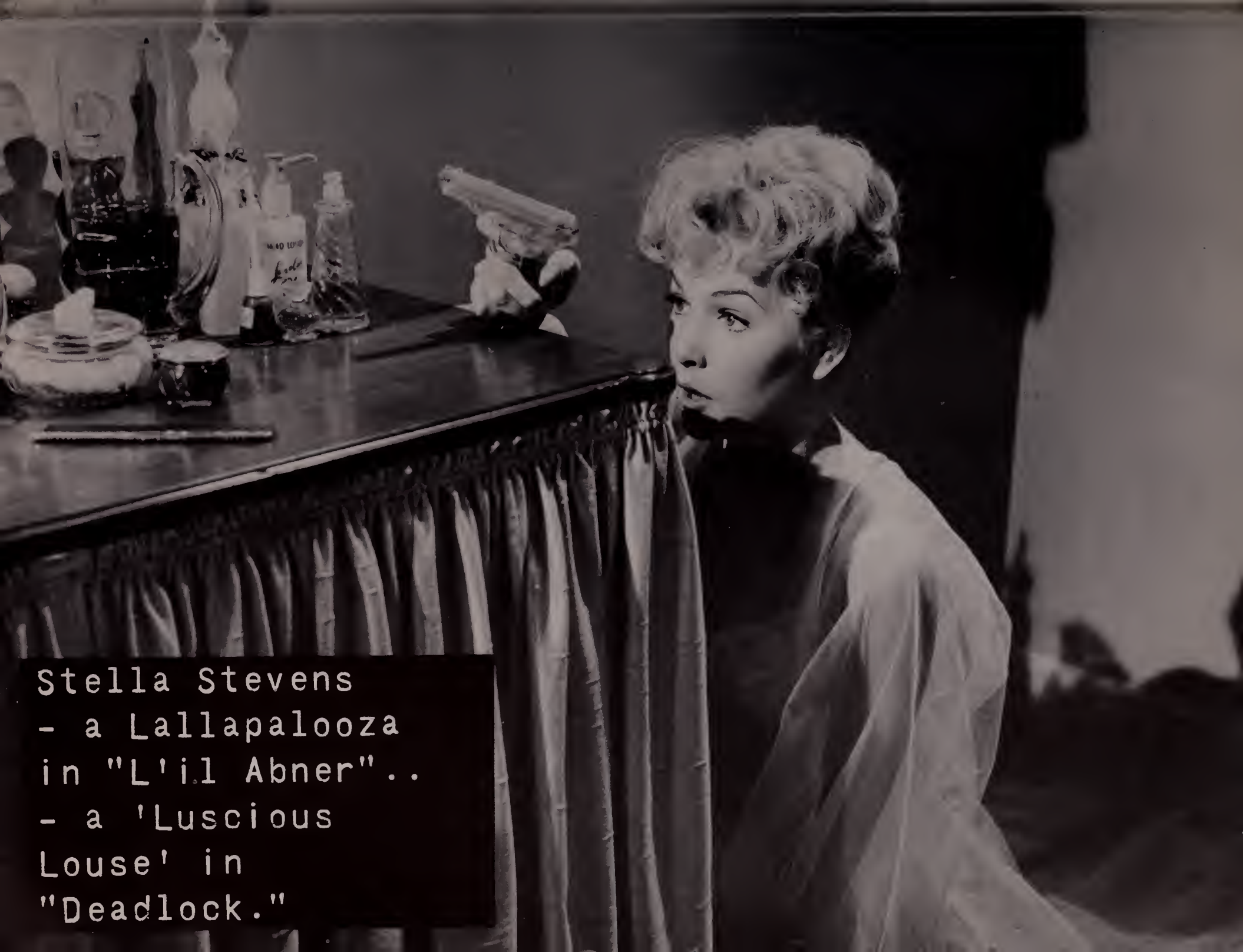


CHARLOTTE June is Lawrence Terrell Month. The attractive colored sign in our office catches the eyes of exhibitors, which is why it was designed and painted by our own Jake Neil, booker. It was Jake's idea to honor our beloved boss by designating a month to him. The entire office force is joining in getting June playdates to make this a "smash" month. Mr. Terrell joined Paramount in the Atlanta branch twenty-four years ago as Form 40 Clerk; however, he has spent the majority of his Paramount life in the Charlotte branch. He is a most conscientious and hard-working executive and deserves this honor.

Old friends along film row were pleasantly surprised when Dave Friedman paid them a visit recently after a lapse of ten years. Dave came up from Florida where his CIRCUSTOWN of SARASOTA had been winter-quartering. He is a former of-

(Continued on Page 20)

MHMHMHMH That glorious Paramount happiness film, "The Pleasure of His Company," the
MHMHMHMH especial gift of (producer) William Perlberg, (director) George Seaton, and
MHMHMHMH (co-stars) Fred Astaire, Debbie Reynolds, Lilli Palmer, Tab Hunter, Gary Merr-
MHMHMHMH ill and Charlie Ruggles, will world-premiere at the Radio City Music Hall in
MHMHMHMH New York City next month. A perfect booking for a perfect treat.



Stella Stevens
- a Lallapalooza
in "L'il Abner"..
- a 'Luscious
Louse' in
"Deadlock."

AS ENDURING AS TIME ITSELF...."THE TEN COMMANDMENTS"

We have finally had a home office visit from K. S. Vaidyanathan, our general manager in India, whose superb organization has produced a veritable mountain of marvelous performances with "The Ten Commandments." It is quite a memorable experience to speak with an inspired member of the organization such as Mr. Vaidyanathan is, for here is a Paramounteer who states with innate simplicity and dignity that the Cecil B. DeMille film will play on and on for ten, twenty, even thirty or forty years yet, for although it has created many towering records in India, the surface of the nation's potential with this mighty picture has been but lightly scratched.

It is a great pity that Mr. DeMille did not live to meet and talk with Mr. Vaidyanathan, for in him the producer-director would have met an advocate for the great film virtually second to none in the world.



TEL AVIV, Israel - Premiere of "The Ten Commandments" at Cinema Peer was an event of top importance, with top local personalities in attendance. Shown L to R: Mr. Harari, MP, and Mrs. Harari; The Mayor of Tel Aviv and Mrs. Namir; Paramount manager Ladislav Koch and Mrs.Koch; and Mrs. Itzhacki, owner of Cinema Peer.



In one of the busiest streets of Tel Aviv, Dizengoff (known locally as the Champs Elysees of Tel Aviv), the Cinema Peer had erected this 50-ft-high standee of Moses, with his immortal message of "The Ten Commandments." Statue was illuminated by night.

R.E.-RETURN ENGAGEMENTS

Herewith some proofs of the timelessness of "The Ten Commandments"

PUERTO RICO: The mighty Cecil B. DeMille production came back to the Matienzo Theatre for its 4th engagement during Easter Week. Results were so high that they topped the third return engagement during Easter Week of last year. It begins to look as though "The Ten Commandments" will return to San Juan's Matienzo Theatre every Easter. For the record, the initial engagement began on March 21, 1958..... BRAZIL: Here again fantastic success is being experienced with area engagements in both Sao Paulo and Rio De Janeiro, where groups of theatres in each city had the picture as an Easter attraction. Box-office-wise it was the same story that it has been since the beginning --- sensational attendances.....ARGENTINA: Here, too, there was repitition of the Easter Week story.....COLOMBIA: And here, also, the Easter story had many exhibitor contributors. In point of fact, it would seem from this year's experience that virtually every country in South and Central America has determined that a part of the observance of this time of the year is to be a dignified presentation of "The Ten Commandments." Evident this year was a spontaneous seeking of the picture by top exhibitors, who seemed to have long ago set aside these specific dates for bookings of Cecil B. DeMille's production. .....PARAGUAY: And now we have a Latin American note which is not connected with a return engagement, but which is a prelude to a return engagement next year. It is a report on the initial engagement of "The Ten Commandments" in the Splendid Theatre, Asuncion, which tells that the picture is still breaking new ground..... And of course it was the same old story --- record-breaking success at the box office of the Splendid.

And proof that this story will go on and on is found in the fact that we already have a "Ten Commandments" page of news ready for next month.



JERUSALEM - At right are Mr. and Mrs. Ish Shalom, with the Moses statuette presented to them by Paramount manager Ladislav Koch. Mr. Shalom is Mayor of Jerusalem. At left is Mr. Guth, chairman of the C.O.A. of Israel. Presentation followed a special screening of "The Ten Commandments."



LEFT

TEL AVIV, Israel - Line-up at the box office of Cinema Peer was caused by none other than Cecil B. DeMille's enduring production, "The Ten Commandments."

PARAMOUNT SHORTS ARE FILM-GOING F U N



A scene from the forthcoming Paramount short feature in color entitled "Pee-Wees On Ice." Filmed in the city of Quebec, Canada, the subject gets further mention in the summation of upcoming shorts elsewhere on this page.

SSSSSSSS



This is Daytona (Florida) International Speedway, locale of Paramount's Sports Illustrated shorts-thriller devoted to the excitement of stock-car races.

At right is what begins to happen when one of the speeders begins to slip slightly out of control.



U/p/c/o/m/i/n/g/ S/h/o/r/t/s/

The rewarding success of Sports Illustrated's "A Sport Is Born" certainly spurs boundless interest in the Sports Illustrated short devoted to stock-car racing at Daytona, announced up above. This one is jam-packed with thrills - in color.....And of course everyone who has seen it is talking about "Lifeline to Hongkong," one of the most colorful, human-interest shorts in years.....And now Canada is going to be very much in evidence via Paramount short features in color. An enthralling picture story built around the Gaspe Peninsula is one short that we can look forward to soon. Another is a camera visit to Banff and to Lake Louise, two of the fabulous beauty spots of the Canadian Rockies. A third Canadian short is one from which we have extracted the flash shown above. It deals in electrifying fashion with the juvenile ice-hockey teams of Canada from whence come eventually the adult stars of speed and fire whose prowess on the ice stir the nation to wild excitement (and provide magnificent material for Telemeter in Toronto). The short is called "Pee-Wees on Ice," the name having Indian derivation rather than being a colloquiolism referring to the size of the players.....Then of course there is the upcoming "Scandinavian Spring," to be filmed in Denmark, Sweden, Norway, Finland and Lapland in May... And also the two-reel color short on harness racing to be filmed in Saratoga, New York in the next few weeks.....Additionally there is the short on bowling from the international standpoint, now being edited and soon to be available for release....And don't forget that beguiling "Porpoise Posse."



And here is what happened to one of the cars that got involved in a 'friendly' argument with another of the competitors.



A CORNER OF HONGKONG

This is one of the extraordinary locales in which some of the action of "Lifeline To Hongkong" takes place. It is part of the floating city in which whole families live out the entire cycle of their lives on board junks, sampans and other craft.

"G.I.Blues" in Taipei



TAIPEI, Taiwan - Every time we look at a picture of the internationally celebrated Great World Theatre in this city we know why motion pictures constitute the most popular entertainment form in the world today. The Great World entertains not in the hundreds, or the thousands, or even the tens of thousands - but in the hundreds of thousands. Above is a view of the theatre as the multitudes poured their cash into the Great World's box-offices for the purpose of seeing Elvis Presley in "G. I. Blues."





Lobby display for "G.I.Blues" at Taipei's Great World Theatre.

(left)

HONGKONG - Both the State and the Royal played "Under Ten Flags" day-and-date when the sea thriller was released here recently. The State's theatre front was particularly striking.



HONGKONG - This long queue outside the King's Theatre is powerful testimony to the popularity of Jerry Lewis in this part of the world. These hundreds of fans were waiting to see Jerry in "The Bellboy."

幾年堅守，終獲勝利

這勝利便是 One-Eyed Jacks 這部馬龍・白蘭度（Marlon Brando）的新片在三月卅日已在紐約的首都大戲院作世界首映，又證明了「一分功夫一分貨」的古語，祇要耐心做，自會得到勝利，從前我們的「十誡」是如此，現在那部馬龍・白蘭度的西部巨片又給我們獲利，在本期中有很多篇幅將證實這一點，你還將看到該片各方面許多偉大之處，自馬龍・白蘭度在一九五五年年底決定拍攝他這部片後，又忽然於一九五六年春赴遠東旅行，後來他又去了世界其他地方，所到之處從無一次不提及他將拍的 One-Eyed Jacks 的片名，所以當他那部影片上映時，已經有了極有力量的宣傳根底。

上期曾提到潘堡與西頓（Perlberg-Seaton）合作的喜劇 The Pleasure of His Company，實際上我們對這部影片已經讚美它好多月了，現在它也被證實確是部佳作，因此片在紐約與支加哥試演時，有許多影迷們都看得神往，都認爲他們自己是最幸運的人，我們將幾張試片證附在本期中。

新上任的查理・朱路 Charles P. Juroe)從他的第一次爲派拉蒙國際公司的廣告宣傳業務旅行回來，他這次在南美並不是單爲了在指示怎樣推動「觸目驚心」(Psycho)的宣傳方法。（這是他此行的主要目的），而且對整個派拉蒙的影片宣傳也有方針。有很多珍貴圖片刊在本期各頁中。

另外一宗旅行，那是派拉蒙印度分公司總經理范達奈遜（K. S. Vaidyanathan）的。幾年來我們刊過不少關於他的發行與宣傳的照片，始終對他的爲派拉蒙忠心服務深覺值得誇耀，我們總是一直覺得他的「東方」思想作爲會適合我們的「西方」，因爲我們對吉伯齡的「東方」「西方」之爭的見解，在派拉蒙的組織中已經得到證明，因爲這兩端一定會彼此融洽。

還有一則關於旅行的特稿，那是攝影場製片主任馬丁・雷金（Martin Rackin）和東部製片主任羅素・何曼（Russell Holman）的，他們去搜求拍片的人才和資料，以便作派拉蒙一九六二年或以後出品之用，他們所得到的成績甚佳，如果這消息發表出來，將使同行們頭痛，而使我們自己同人歡喜。







LL LL LL LL LL LL
LL LL LL LL LL
LL LL LL LL LL LL
LL LL LL LL LL

KIDS ARE THE WORLD'S MOST LOVEABLE "COMMODITY"

Here are some of the beguiling Chinese youngsters you'll meet in Paramount's extraordinary short feature, "Life-line to Hongkong."







PARAMOUNT EVENTS IN THE U. S. A. AND CANADA



BOSTON - Not even inclement weather kept the Boston Brando fans from lining up at the Astor Theatre, the line girding the block to Avery Street.



BOSTON - Al Capp, creator of the Li'l Abner comic strip, attends the opening of "One-Eyed Jacks" at the Astor Theatre. At left is Louis Krasnow, theatre manager, describing the new popular ticket policy.



OKLAHOMA CITY - This is merely the head of the queue lined up for almost three city blocks to see "The World of Suzie Wong" at the Plaza. It is now quite legendary that the vice-president and manager of the Plaza, Farris Shanbour, is one of the top showmen of the nation, and his campaign for the Ray Stark production was easily one of his top showmanship efforts in a long line of brilliant performances. No single phase of showmanship was by-passed. And the pay-off: queues three blocks long!



New York World-Telegram and The Sun — SATURDAY, MARCH 18, 1961

Radio Engineers to Exhibit Space Age Gadgets at Coliseum

The Institute of Radio Engineers will display some 2,000 different electronic products ranging from miniature to giants at the international convention to open Monday for a four-day run at the Coliseum.

The latest technical developments of 850 electronic firms will stretch along 2¾ miles of the exhibits. Much of the apparatus will be in operation, burning up 1½ million watts of power daily to keep going.

In addition, 54 technical sessions at the Waldorf-Astoria and the Coliseum will serve for presentation of 265 papers on almost every field of phase of the science.

One session will cover "This World and the Adjacent One," with special attention being given to the moon. A report on Project Lamp, which stands for Lunar Analysis and Mapping Program, will cover the Autometric Corp. study of lunar surveying and mapping systems carried out under contract with the Army Map Service.

The Autometric study will indicate that Lunar mapping will require 27 days in orbit for the space vehicle because the system to be used requires illumination.

"It is feasible to prepare from the information acquired by an unmanned lunar orbiter maps of the entire lunar surface showing topography, surface features such as fractures, surface properties such as the depth and particle size of a loose surface layer, and surface composition," the study will note.

Other subjects to be covered are optical radar, electronic aids for the blind and meteorological electronics.



Tiny components, such as Sylvania's microminiature Par cake transistors, in foreground, and mighty computers, suc as IBM's 7090 system, in background, will be among ele tronic equipment displays at the Institute of Radio Engi eer's international convention opening Monday at th Coliseum.

NEW YORK - Emergence of Autometric Corporation (a subsidiary of Paramount Pictures Corp.), into the international business area is indicated in the above report, in the New York World Telegram, on the Institute of Radio Engineers' international convention.

This information regarding at least one phase of Autometric's activities should be of considerable interest to all who follow the onward progress of the overall Paramount company.

O-E J

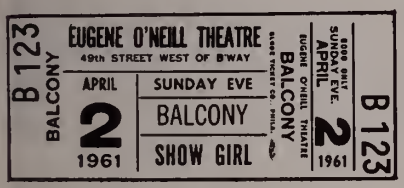
AT A SUCCESSFUL SNEAK PREVIEW

CHICAGO - Well-pleased group following the highly successful 'sneak' preview of "The Pleasure of His Company." Reading L to R: Hugh Owen, William Perlberg (producer of the happy film), Jerome Pickman, George Seaton (the film's director), Howard Minsky, H. Lustgarten and Al Taylor. (Sidney G. Deneau also attended from New York but was absent when this picture at the left was taken).

TELEMETER TRIUMPHANT IN DIRECT-FROM-BROADWAY 'LIVE' TELECASTS OF HIT SHOWS



NEW YORK's beautiful Eugene O'Neill Theatre was the point of origination of "Show Girl." The Broadway show, on April 2nd., appeared on Telemeter screens in Toronto the very instant it was acted in New York. It was also taped in Toronto at the same time for showing to Telemeter subscribers the remainder of the week of April 3-9.



Ticket of admission to the O'Neill Theatre done in the exact format of regular Broadway theatre tickets.

Following the triumph won by Telemeter's presentation of "The Consul," the evening of April 2nd. witnessed the live Telemetering of "Show Girl" from the Eugene O'Neill Theatre on Broadway. A very distinguished audience was on hand as the Broadway cast, headed by Carol Channing and Jules Munshin gave an historic performance which was transmitted by wire to Toronto, and put simultaneously on tape for subsequently daily performances later that week.



ED SULLIVAN photo

NEW YORK - The pages of movie history certainly rolled back for Gloria Swanson as she attended the Broadway Telemeter presentation of "Show Girl," occurring simultaneously on 49th Street in New York City and on more than 6,000 home screens in Toronto. With Gloria is Roy Doum.



ED SULLIVAN photo

Barney Balaban, Paramount Pictures Corporation president, attends the New York presentation of "Show Girl" at the Eugene O'Neill Theatre with his daughter-in-law, Mrs. Burt Balaban.



Also attending the "Show Girl" presentation as it was televised by wire to Toronto for its local Telemeter showing, were George Weltner, Paramount vice-president in charge of world sales, and Jean Dalrymple, eminent New York producer and head of Telemeter's department of special productions.

Paramount Acquires 50% of Talent Associates

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Paramount Pictures announced on April 6th completion of an agreement to acquire a 50 per cent interest in Talent Associates, Ltd., David Susskind's independent producer and packager of television programs and motion pictures.

Significance of this deal, according to Motion Picture Daily, is that it gives Paramount a status in sponsored television comparable to that enjoyed by Columbia through Screen Gems, Warners through Seven Arts, and 20th Century-Fox through National Television Associates.

Announcement of the deal was made by Barney Balaban, Paramount president, and Alfred Levy, president of Talent Associates, and Susskind, executive vice president.

The New York Times devoted three columns of space to a magnificent review of Telemeter's production of "The Consul," stating among other things that Patricia Neway repeated in this new medium the triumph she had scored in the play on the Broadway stage. The review closed on this important note:

"....Pay-TV may or may not succeed. But the civilized dignity and integrity of every aspect of last night's experience was immensely impressive.



PARIS - At the Gala premiere of "The World of Suzie Wong" at the George V. Cinema, free gifts for the ladies were provided by Chen Yu, the renowned French beauty products maker. Here Nancy Kwan, co-star of the film, gets her gift.



HOLLYWOOD - Michele Girardon, charming French member of the cast of the super-animal thriller, "Hatari!", reminisces on the African sequences of the Howard Hawks production to Avik Gilboa, film correspondent from Israel.



Hollywood - At the foreign press luncheon to Sweden's Erica Beer, some questions are asked her by French correspondent Gerard Colliot. Miss Beer is a featured member of the cast of the Perlberg-Seaton production, "The Counterfeit Traitor."



PARIS - Mezzanine of the George V. Cinema just before the Paris premiere of "The World of Suzie Wong." Reading from left: Mrs. Barney Balaban, Mr. Nicolas Vogel, Nancy Kwan, Mr. Ray Stark (producer of the film), Mrs. Stark, Mrs. Michaud, Mr. Henri Michaud.

DES ANNEES D'ATTENTE QUI MENENT AU TRIOMPHE

Et ce triomphe s'appelle "VENGEANCE AUX DEUX VISAGES".La Première Mondiale qui a eu lieu le 30 mars au Capitol Théâtre de New York prouve que le triomphe, comme le génie, est une longue patience. C'avait été le même cas pour "LES DIX COMMANDEMENTS" et la patience avec laquelle nous avons attendu cette épopée de la vengeance qu' est le film du tout-puissant Marlon Brando est enfin récompensée. Dans ce numéro de Paramount World, vous trouverez des preuves de cette sagesse. Vous apprendrez également tout ce qui a été fait pour "VENGEANCE AUX DEUX VISAGES" depuis sa naissance à la fin de 1955, c-à-d avant le voyage de Brando en Orient au début de 1956. Depuis ce moment, Brando a visité d'autres pays et il n'a jamais omis de mentionner "VENGEANCE AUX DEUX VISAGES", de sorte que ce film parait sur les écrans du monde précédé d'une énorme publicité.

Le mois dernier, nous avons eu le plaisir de vous parler longuement du film de Perlberg-Seaton "THE PLEASURE OF HIS COMPANY", et nous en avons chanté les louanges au cours des mois qui viennent de s'écouler. Eh bien, ces louanges semblent avoir été parfaitement justifiées si l'on en croit les milliers de spectateurs qui ont vu le film à Chicago et à New Rochelle, lors de ses présentations. Ces spectateurs estiment qu'ils ont eu beaucoup de chance de se trouver parmi les heureux mortels appelés à voir "THE PLEASURE OF HIS COMPANY". Quelques cartes rédigées par ces élus sont reproduites dans ce numéro.

Charles P. Juroe, récemment nommé Directeur de la Publicité de Paramount International, est revenu du premier voyage qu'il a fait à ce titre. Il est évident, d'après les rapports abondants que nous avons reçus d'Amérique du Sud, que Mr. Juroe a remporté un grand succès non seulement dans sa campagne de lancement de PSYCHOSE, qui était la raison de son voyage, mais également pour Paramount. Vous verrez quelques comptes-rendus illustrés de photos dans les pages de ce numéro.

Une autre rubrique de voyage qui nous a fait très plaisir concerne la venue parmi nous de M. V.S. Vaidyanathan. Ce dernier, comme la plupart d'entre vous le savent, est le directeur général de Paramount en Inde. Depuis de nombreuses années, nous publions dans nos colonnes les résultats de son exploitation et de sa publicité. Et toujours nous avons éprouvé le même orgueil en raison du dévouement qu'il voue à Paramount. Nous avons toujours pensé que son "Orient" se rapprochait sensiblement de notre "Occident" car nous n'avons jamais été d'accord avec Kipling en ce qui concerne la discrimination de l'Occident et de l'Orient.Nous sommes persuadés au contraire que, dans l'organisation Paramount, l'Orient et l'Occident marchent la main dans la main.

Toujours dans le domaine des voyages, signalons que Martin Rackin, directeur de la production de nos Studios,et Russell Holman,directeur de la Production à New York, se sont rendus en Europe pour y discuter de projets qui font merveilleusement augurer du programme Paramount pour 1962 et les années à venir. Ils ont ramené des nouvelles qui, lorsqu'elles seront annoncées au moment propice, risquent de faire beaucoup de peine à nos concurrents mais, par contre, causeront une grande joie aux Paramountiers.

THE EUROPEAN FILM SCENE IN PICTURES



VIENNA - These two sandwich-men did the streets of the heart of this city for three days in advance of the coming of "It Started In Naples" to the Tabor, Haydn and Heimat Cinemas. Street shown above is the very busy Mariahilferstrasse.



AMSTERDAM - Opening night crowd gathered at the Royal Theatre for the premiere of Elvis Presley's "G. I. Blues."



FRANKFURT - Premiere of "The World of Suzie Wong" at the Gloria Theatre was a sell-out, and satisfaction at this fact shows in the faces of the four men above. L to R they are: Julius Kalle, Paramount's publicity director; Hugo Stramer, General Manager for Paramount Films of Germany; Siegfried Kobosil, assistant sales manager of Paramount; Mr. Scheer, owner of the Gloria Theatre.



PARIS - The advent of "G. I. Blues" at the Paramount here caught the celebrated theatre with its marquee down: well, not exactly down, but undergoing renovations. Yet not even this factor could stifle the artisans responsible for the front-of-house displays at Le Paramount, as you can see above. And of course the Presley film did sensational business.



COPENHAGEN - A night shot of two things: sensational business at the World Cinema on "Last Train From Gun Hill," and one of the most dazzlingly effective front-of-house displays we have seen in ages.



VIENNA - Elvis Presley records were given to the ladies at the Austrian Film Ball, gala annual event which brings all phases of the industry together. The records, supplied free by the local dealer, provided excellent publicity for "G.I.Blues" and also won fine newspaper space. AFEX publicity man Josef Zirg is shown above giving a record to popular Austrian singer Lisne Augustin.



FRANKFURT - Scene during a most enthusiastic two-day sales meeting on new product held in the office of Hugo Stramer, general manager (shown at left). Julius Kalle, publicity director, is showing new poster designs to (L to R) Artemijs Stabins, administration director; Siegfried Kobosil, asst. sales manager; Werner Rochau, publicist, Hamburg; Hans Spoerer, publicist, Dusseldorf; Willi Benninger, Munich branch manager; Mrs. Carola Werners, Dusseldorf branch manager; Heinz Himmel, Frankfurt branch manager; Hans Fischer, Berlin branch manager; Hans Becker, 16mm dept., Frankfurt; Mrs. Nelly Platt, Frankfurt publicity dept.; Erich Wania, Hamburg branch manager.

"PSYCHO" PROMOTIONAL JOURNEY BY C.P.JUROE A GREAT SUCCESS

Front page of the renowned Paramount em Acao of Brazil is indicative of the great success scored by Charles P.Juroe, Paramount International's director of advertising and publicity,during his recent visit to all of Latin America in the interests of "Psycho" promotion, and Paramount public relations generally.



PARAMOUNT EM AÇÃO

A matéria inserta nesta edição pode ser reproduzida no todo ou em parte.

ANO XVI — RIO DE JANEIRO, BRASIL — Nº 9

CONVENÇÃO DE "PSICOSE"

CHARLES JUROE EXPÕE AOS PARAMOUNTESES DO BRASIL AS NORMAS E DIRETRIZES PARA A APRESENTAÇÃO DA NOVA PRODUÇÃO DE ALFRED HITCHCOCK



LIMA, Peru - Mr. Juroe's "Psycho" congress here was attended also by Paramount's manager in Colombia, Andrés Sanz. Shown above, L to R: Alfonso Gaillour, Paramount's publicist in Peru; Carlos Barretto, from the trade publication, Semana Cinematográfica; Charles P. Juroe; Peru manager Lennart Bjorck; Andres Sanz.



BUENOS AIRES - Some of the attendees at the very effective press, radio and TV meeting in the interests of "Psycho." From L to R: Jaime Jacobson - Pantalla Gigante Radio Splendide and Channel 7 TV; Calki, of El Mundo; L. de Thomas, La Razon; J.R.Luna, Vea y Lea; Adele Martí, Paramount publicity; Charles P. Juroe; Sam Bekeris, Paramount's managing director; Charles de Cruz, Radio Belgrano and Channel T-TV.



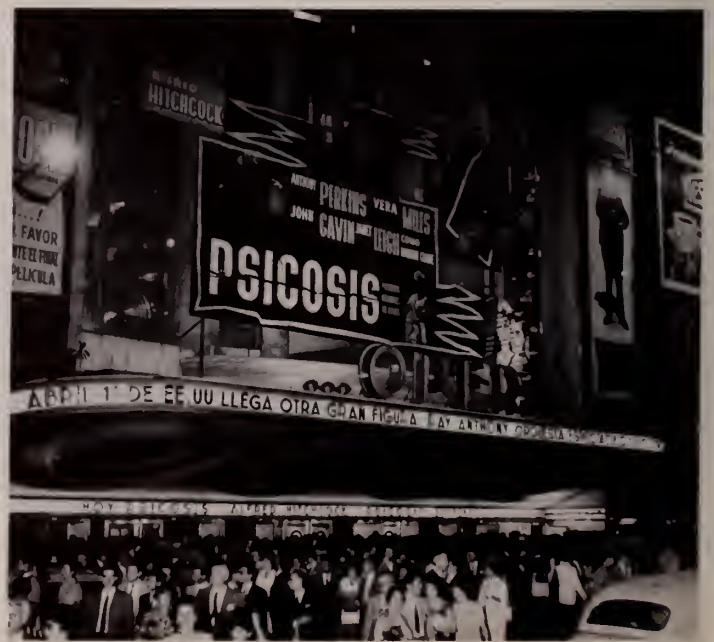
LIMA - The press of Peru gave full attention to the news about "Psycho" brought by Mr. Juroe (dark suit). Seated at right is Paramount's manager for Peru, Lennart Bjorck.



SANTIAGO, Chile - His "Psycho" mission here successfully fulfilled, Charles P. Juroe is farewelled at Santiago Airport by Chile manager Juan Laupheimer.

RIGHT

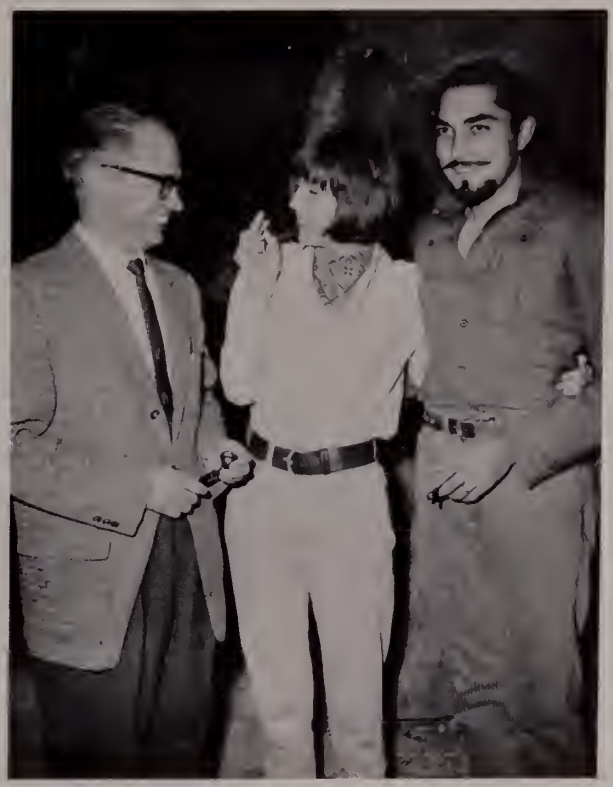
BUENOS AIRES - Nothing spells out showmanship success better than crowds of satisfied spectators - and that's what we have here exiting from the Cine Opera following a screening of Alfred Hitchcock's "Psycho."



LATIN AMERICAN FILM NEWS IN PICTURES***



LIMA, Peru - Effective reminders of the appeal of Jerry Lewis in "The Bellboy," placed at appropriate spots in the lobby of the Tacna Theatre.



HOLLYWOOD - Armando del Moral (at left), noted correspondent of Mexican and other Latin American publications, chats with Elsa Martinelli and Valentin de Vargas, of the cast of the Howard Hawks production, "Hatari!" Occasion was the Paramount studio party marking the return of the "Hatari!" unit from Africa after 4 months of intensive filming of exciting animal sequences.



MAR DEL PLATA, Argentina - News of "Psycho" was spread far and wide in this locality prior to the premiere of the Hitchcock "shocker" at the Opera. Attire of the onlookers leave no doubt as to the kind of resort that Mar del Plata is.



LIMA, Peru - Crowds thronging the box-office of the Tacna Theatre during the highly successful engagement of the Gable-Loren comedy, "It Started In Naples."

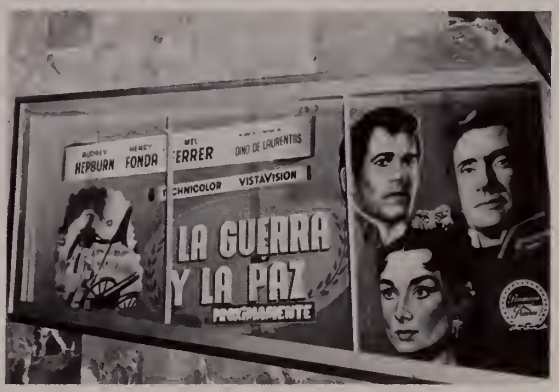


BUENOS AIRES - Day view of the fine and impressive front-of-house display for "Psycho" at the Opera Cine. (Night view is on the page opposite).

"Shane" Spells Success

Latin American Division Manager Henry B. Gordon has written to Donald H. Nathan, Home Office, with particular reference to the outstanding success of "Shane" during its re-release in Brazil. The report says:

"Samson and Delilah," "The Greatest Show on Earth" and "Shane" are the tops of our re-release program and are the greatest of all the greatest. These three pictures are sold everywhere on the same basis as new super-productions. The results of "Shane" in Brazil constitute an example of the success this picture has achieved wherever it has been re-released. I have advised every office to give you the "Shane" success story.



MEXICO CITY - A very fine example of the skilled artistry used in the lobby of the International Theatre when "War and Peace" was the attraction there.



HOLLYWOOD - Pepe Ludmir, noted broadcaster, columnist and film writer from Peru, interviews Elsa Martinelli via tape, on the set of "Hatari!," in which she co-stars with John Wayne.



LOVE IN A GOLDFISH BOWL

.....and it looks at though this 'goldfish bowl' is the great, broad Pacific. In any event, against such a background the sensationally successful young disc singers, Fabian (at left) and Tommy Sands (right) engage in a discussion on modern romance with Toby Michaels in "Love In A Goldfish Bowl," an upcoming Paramount comedy.



HOLLYWOOD - Edward Schellhorn, studio censorship head, and in charge of Paramount International operations, chatting with Stella Stevens at the Eighteenth Annual Golden Globes Award dinner of the Hollywood Foreign Press Association on March 16th. Miss Stevens recently finished work on "Deadlock" for Paramount release and is currently co-starring with Bobby Darin in John Cassavetes' production of "Too Late Blues."



YUL BRYNNER

Filming will begin on May 15th on Paramount's film adaptation of Michael Barrett's novel, "Appointment in Zahrain." Yul Brynner will star in the adventure drama, which will be produced and directed by Ronald Neame, director of "Tunes of Glory."

Robert Ivers, Star-in-the-Making, Likes Para. World



ROBERT IVERS

Robert Ivers, who did a superb dramatic job in the exciting "Short Cut To Hell," and then showed his versatility by doing a great comedy stint with Elvis Presley in "G. I. Blues," has long been a constant reader of Paramount World. Recently he let us know about his feelings for the magazine - and about a few other things. Here is what he said:

"Just a note to tell you how much I enjoy Paramount World each month. Particularly interested in the press people discarding the term 'press book' and adding 'Merchandising Manual.' Using 'Showmanship' instead of 'Exploitation' seems to be a clean move also. The psychology behind these new terms excites me. I now feel the artistic work of the salesman as much as that of the actor."

U. S. BRANCH NEWS

(Continued from Page 8)

fice manager of this branch and served for a time as Exploitation Manager in the Chicago branch. But the open road beckoned and he could not resist, as prior to coming to Paramount, he was connected with outdoor entertainment.

As it has been months since the writer sent in news of our branch, we would like now to welcome back into our organization Jake Neil, former Office Manager, who resigned in July, but missed us so much he returned in November as booker. Also welcome to an attractive young lady, Mary Ellen Furr, who joined our family in January as booker's assistant.

-Mrs. Mildred Hoover

KANSAS CITY **Best wishes to Irene (Malone) Cole, Ledger Clerk, who was married March 24th.**

Mary Neff, Branch Manager's Secretary, has announced her engagement to James Johnson and is planning a June wedding.

NEW YORK made use of two popular theatres for the showcasing of the comic antics of Dean Martin and Shirley MacLaine in "All In A Night's Work" -- the Victoria, at left, and Normandie. The Hal Wallis comedy has struck a real note of both public and press appeal.



OBITUARY

JORGE ESCOBAR



It is with deep regret that we announce the passing, on March 4th last, of Jorge Escobar, director of publicity for Paramount in Chile for the past several years.

Mr. Escobar was a talented and highly respected newspaperman who in addition to his important Paramount post was also a columnist of "La Nación," and radio commentator of the radio program, "Cine al Diá" of Santiago, Chile.

His funeral, on March 6th, was attended by a vast throng, for Mr. Escobar had a multitude of friends, and his passing was deeply lamented.

We were recently honored with a visit from Mr. Howard Minsky. He and Mr. Pickman were in Kansas City to attend the Show-A-Rama Convention.

"The World Of Suzie Wong" has done tremendous business throughout the entire area, and we are eagerly looking forward to "One-Eyed Jacks", "The Ladies' Man", "On The Double" and "The Pleasure Of His Company" which we are sure will be just as great.

-Mary Neff

NEW ORLEANS Hello again from all of us down here to all of you everywhere. I hope that Mr. Weatherman is treating you all as nicely as he has been treating us. We are so glad to see the sun that we can't justly complain about the cold.

The weather good or bad hasn't kept the fun-loving people of Paramount from having fun. Last night Mr. Holliday and Della Farve attended the installation banquet of the Variety Club at the new Royal Orleans Hotel and our congratulations go out to the "boss" as he was installed as Asst. Chief Barker. Everyone had a grand time.

Elaine, Lea and yours truly enjoyed a night at the races last week and boy, did we pull those horses across that finish line. We must have been stronger than we thought, for we won.

If I didn't know better, I'd say that Dave Richoux, our Cashier, did as well or better for he is driving a new Ford Galaxie. It is very pretty and he is justly proud of it.

Well, last month we told you that Jackie Drews is getting married. This month she is building a new home. It sounds lovely. Jackie plans to furnish it with French Provincal. I know that she can hardly wait to move in, especially since her sister is building next door.

New Orleans is known as the "City that Care

(Continued on Page 36)

LATIN AMERICAN BUSINESS SURVEY IS COMPLETED BY PARAMOUNT INTER-NAT'L PRESIDENT JAMES E.PERKINS

In an intensive period of 4 weeks, Mr. Perkins covered Trinidad,Brazil, Argentina, Chile, Peru, Central America and Mexico. His findings were definitely upbeat, with the entire territory in full readiness for the advent of Alfred Hitchcock's "Psycho."

Mr. Perkins has since left for England and the Continent on business.



SAO PAULO, Brazil - Mr. J. E. Perkins is accompanied from the plane by São Paulo manager Miguel A. Mancini after landing here from Rio de Janeiro. At right are Henry B. Gordon, division manager for Latin America, and Mrs. Gordon. The setting is São Paulo's superb Gongonhas Airport.



BUENOS AIRES - Mr. Perkins (second from left) and Latin American division manager Henry B. Gordon (right), arriving from Sao Paulo, are met by Sam Bekeris (left), Paramount managing director, and eminent exhibitor F. Lococo.



PORT-OF-SPAIN, Trinidad - "Psycho"-time was the keynote of the press meeting held for Messrs. J.E.Perkins and Henry B. Gordon as they sped down south on the Latin American circuit. L to R: Eric Grunspan, manager for Venezuela; Howard Rochlin, manager for Trinidad; Mr. Perkins; Mr. Gordon; Peter Moreno, manager for Central America.



SAO PAULO - Following his arrival here from Rio De Janeiro, Mr. Perkins is interviewed at Gongonhas Airport by a reporter from the local newspaper O Estado de São Paulo.



SANTIAGO, Chile - On hand at Santiago Airport was Chile Manager Juan Laupheimer (left) to meet Messrs J.E.Perkins and H.B. Gordon as they arrived from Buenos Aires.

Among other matters connected with his business journey Mr. Perkins stated that all of Latin America is really agog in anticipation of the advent of Alfred Hitchcock's "Psycho."

The thriller has of course opened in a few spots, with sensationally successful results -- and this has of course whetted the appetites of showmen throughout the territory.

LIMA, Peru - Arrival at Lima Airport. Messrs Perkins and Gordon are welcomed by Lennart Bjorck, Peru manager, and Mrs. Bjorck. (No indication was given as to the nature of the interesting event out of camera to the left).



BRITAIN THRILLS AGAIN TO "THE GREATEST SHOW ON EARTH"



LONDON - The famous British bus, far into the thousands, carried word of "The Greatest Show On Earth" into the farthermost corners of this city.

AT LEFT is the ever-so-familiar Plaza Theatre decorated in the traditional fashion of the circus for the timeless Cecil B. DeMille production.





LONDON - Martin Rackin, head of production in Paramount's Hollywood Studio, arrives here from Paris en route back to California following business and production conferences in several European countries.



LONDON - Harold Syer, Paramount's British traffic manager, lands from his B.O.A.C. flight that took him, polar-wise, from London to Los Angeles to New York and back to London Airport. It was first trip to U.S.A. for Harold - and he'll long recall it.



LONDON - It was always the contention of Cecil B. DeMille that the most needed thing in the world today is the continuous laughter of children. And he got much of his wish on a recent Saturday morning when more than 1,000 children crowded into the Plaza Theatre for a special screening of his own timeless production, "The Greatest Show On Earth" prior to the film going into general re-release. The showing was complete with several live circus clowns, and well as with the edible requisites of circus-going, such as peanuts by H. S. Whiteside and Co., ices from the Eldorado Ice Cream Co., and balloons and chocolate coins from Whiteside.

The two-page spread above is from March 29th Daily Cinema and many of the scenes show the active participation in the happy event by Mr. and Mrs. F.E.Hutchinson, Mr. and Mrs. R.W. Hadley, Jr., Messrs T.C.Reddin, L. Pound and M.Gayton, as well as members of the Plaza staff.



Here's a close-up of Mr.and Mrs. Hutchinson participating with the youngsters in the gay event.



And here, flanked by a pair of clowns, in the permanent portrait in the Plaza of Cecil B. DeMille, producer of the finest circus picture ever made - "The Greatest Show On Earth." One really felt that "C.B." was right there with the London children, having a wonderful, rewarding time.



MANCHESTER - Last month's street showmanship for "The World of Suzie Wong" was repeated here, but the girls carried cameras. Their snapshots were displayed in Odeon Theatre lobby and persons 'ringed' received free tickets to see "Suzie Wong."



VIENNA - Popular local bandleader and jazz expert, Fatty George, planning with Hans Menasse, AFEX publicity manager, arrangements for the Marathon Ball. The huge dance event featured to the full the music of "G. I. Blues" and was a fine successor to the "Five Pennies" function which Fatty George organized to perfection a year ago.



HOLLYWOOD - K.S.Vaidyanathan (at left), Paramount's general manager in India, is welcomed to the set of "Hatari!" by Hardy Kruger, one of the co-stars of the towering Howard Hawks film of animal-capture.

INTERNATIONAL PERSONALITIES IN PARAMOUNT CINEMA EVENTS



ED SULLIVAN photo

NEW YORK - Among the attendees at the special Telemeter performance of "Show Girl" at the Eugene O'Neill Theatre here on April 2nd. were screen star Lee Remick and her husband, Bill Colleran. Both were deeply interested in this dramatic show business development of televising Broadway shows to distant cities.



NEW YORK - John B. Nathan (above), Paramount general manager for Continental Europe, is here convalescing in wonderful fashion from his recent successful operation. He expects to return to his duties in Paris early next month.



NEW YORK - Rene A.(Ray) Durand is receiving well-merited congratulations on his elevation to the post of Comptroller of Paramount International Films, Inc. Mr. Durand joined Paramount International in 1956 as assistant to Milton Kirshenberg, the company's treasurer.



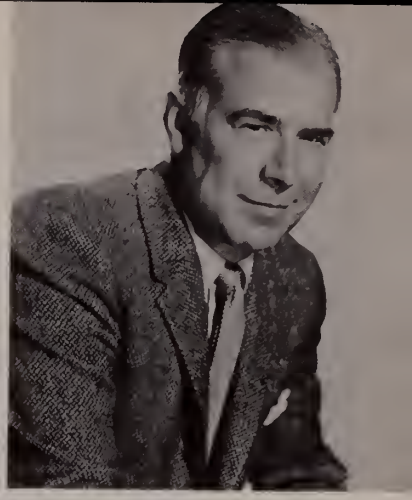
LONDON - Bruce Cabot, one of the co-stars of the Howard Hawks production, "Hatari!" arrives here from the exciting animal-catching film's location in Africa, by way of Amsterdam. Cabot was later expected to go to Hollywood for 'interiors'.



ATHENS, Greece - Paramount's distributor in Greece, Mr. Savas Pylarinos, who is also one of the world's foremost exhibitors, is shown (at right) receiving a medal of Special Merit in Social Services from the organization of the Boy Scouts of Greece. Making the presentation is Mr. Procopiou, President of the Boy Scouts of Greece.

RIGHT

LONDON - Louis A.Novins, president of International Telemeter Company (a subsidiary of Paramount Pictures Corporation), departs for New York following a business visit to Britain in the international interests of Telemeter.



HOLLYWOOD - At the thirteenth annual screen writers' awards dinner at the Beverly Hilton Hotel, George Seaton (above) was given the eighth annual Laurel award. Mr. Seaton, directorial half of the enormously successful team of Perlberg-Seaton, was given the award as "the writer who, over the years, has contributed most to the literature of the screen."



PARIS - Henri Klarsfeld, at left, Paramount general manager in France, escorts Mr. Debrie and his wife into the premiere of "The World of Suzie Wong" at the George V. Cinema. Mr. Debrie is the internationally famed cinematograph inventor and manufacturer.





HOLLYWOOD - Delegates to the Industrial Health Conference in Los Angeles from Paramount's New York home office were Dr. Leon J. Warshaw, Paramount's medical officer, and Mrs. Sally Kreger, R.N., aide in Paramount's home office dispensary. During an interlude in the conference they were visitors to the Paramount studio as guests of the Studio's medical officer, Dr. E. Strathearn. They also visited the set of the Howard Hawks production, "Hatari!" where they met co-star John Wayne, with whom they are shown above.

NEWS ABOUT PEOPLE AND EVENTS IN HOME OFFICE

At the start of this column it's appropriate to allude to signs of Spring surrounding us - fishing tackle and golf clubs prominent in store windows, green bags of fertilizer placed outside hardware stores, and daffodils in full bloom.

Early this month, Paramount's Dr. Leon J. Warshaw and his department's nurse, Mrs. Sally Kreger, attended the Annual Industrial Health Conference in Los Angeles. This is a combined meeting of the Industrial Medical Association, Industrial Nurses Association, and the Industrial Dental Association. The purpose is to explore newer developments in its fields of interest, and to compare methods of meeting common problems used in different industries, and in other parts of the country. Mrs.Kreger was joined in the nurses meetings by Mrs. Patricia Beer of Paramount's Sunset lot, and Nurses Catherine Shaller and Isabel Imel of the emergency hospital in the Paramount Studios. This being Mrs. Kreger's first trip to Los Angeles, she was thrilled by the opportunity of touring Paramount Studios, and visiting the "Hatari" set. Here she met again members of the company whom she had treated in New York Medical Department on their way to location in Africa.

A few people in Publicity are avidly pursuing their hobbies in leisure time. This usual set of hobbies sparked by the interest of these individuals is seen in a fascinating new light. Warren Harris collects vocal jazz records, but is an avid fan of all types of jazz unusual among collectors of this sort of music who usually prefer a particular "strain". Diane Lisnow is completing her thesis, and is also taking a modern dance class; and Grace Beach has late classes several times a week in thoughtful subjects that keep her schedule at a hectic pace. Acting, Frank Rodriguez' former hobby, utilized his memory capacity, and, consequently heightened its usefulness in his present job. With a little prodding he revealed that he dabbled a little in "Off-Broadway" some years ago, and now with the aid of his able memory trained in that field, he is known in publicity as the "walking encyclopedia".

This corrects two errors made last month. It was printed that Mort Mock's title was Advertising Manager, but it is actually Assistant Advertising Manager, Saul Abramson should receive congratulations on his third boy, Martin Arthur, on February 18th instead of reverse of what was printed. Belatedly, we say "hello" to Lewis Banci, writer in Publicity,(Floor 11) for local newspapers.

Ending on this note..Harry Nadel was a grandfather for the fourth time on Friday April 7th and his new grandchild's name is Andrew David Nadel. Congratulations! -Lenore Scheindli

Bob McKeown's Bowling Notes



Captain Al LoPresti and his Audrey Hepburn squad of Connie Glover, Dale McElroy, Marvin Fitterman and Ralph Miolla have the lead as the Paramount Pictures Club Bowling League heads down the stretch in a close finish. With half a dozen sessions remaining Nancy Kwan is two points off the pace and two ahead of Elvis Presley, followed by Lilli Palmer and Michael Wilding. McElroy leads the men in the coveted Bowler-of-the-Year contest and in the gals' division Jackie Ciccarone sports a small margin over Helen Dumbra, Linda Salzberger and Marilyn Bettinger.

Marilyn's un-believable 277 game still rates her pats on the back as strangers come over to the lanes and inquire " Is that the little girl who hit 277?" It is still the highest game rolled by any of the 12,000 members of the New York City Woman's Bowling Association and a publicity release from the New York State WBA lists her as 5th. highest in the state, only one pin behind the highest game credited to the National Champion, Phyllis Notaro, of Buffalo. A future edition of the National Woman Bowler will run a story and pix on the Paramount pixie of the bowling world.

A whole page of the February edition of Far East Film News had the following expressive message set squarely in its centre:

ON BEHALF of our wonderful cast headed by Shirley MacLaine, Yves Montand, Edward G. Robinson and Robert Cummings -- for our brilliant award-winning director Jack Cardiff, and on behalf of the entire Company -- we wish to thank from the bottom of our hearts everyone in Japan who is making the filming of "My Geisha" such a pleasurable experience.

Steve Parker Productions



HOLLYWOOD - A recent most important visitor to the Paramount studio here was Mr. Yasujiro Tsutsumi, who came to the United States as Prime Minister Ikeda's goodwill ambassador, as well as chairman of Seibu Enterprises. He is shown with his wife and son on the set of "Summer and Smoke" discussing film-making with producer Hal Wallis.



HONOLULU - Here as leading woman for Elvis Presley in "Blue Hawaii," Joan Blackman signs a photo for an admirer, while producer Hal Wallis looks on. Picture is now in production, using all of the beauties of Hawaii for backgrounds.

待つことの勝利ー「片目のジャック」の輝しい成功

「片目のジャック」は輝しい勝利を収めた。三月三十日ニューヨークのキャピトル劇場で行われたこの映画のワールド・プレミアショウは辛棒強さが勝利を意味することを立派に証明した。「十戒」の時も同じであつたが、マーロン・ブランドーの復讐劇の巨篇についても我々の辛棒強さが勝ちを収めたのである。諸賢はパラマウント・ワールドの本号の至る所にこの辛棒強さの勝利の証拠を見出されるであろう。一九五六年初頭ブランドーが東洋への旅行を行う直前一九五五年末にこの映画の構想を打出して以来あらゆる手段によつて「片目のジャック」の偉大さを礎き上げ、その後ブランドーが世界各地を訪問する度びにこの映画についての宣伝が続けられた結果、「片目のジャック」の全世界での公開は強力な浸透宣伝の支持を充分に受けることが出来たのである。

好評の「ザ・プレジュア・オブ・ヒズ・カンパニー」

パールバーグ・シートンの「ザ・プレジュア・オブ・ヒズ・カンパニー」については先月号で紹介したが、この映画のシカゴ及びニュー・ロチエリ（ニューヨーク）でのプリビューは非常な成功を収め、特にその歌は観衆の心を深く捉え、彼等をこの上なく感激させた。本号にその時のプリビュー・カードの若干を紹介する。

ジュロー氏帰国

パラマウント・インターナショナル・フイルムズの広告宣伝担当となつたチャールズ・P・ジュロー氏は就任後初の担当地区視察旅行から帰つた。その後南米各地から活潑な宣伝活動が伝えられ、ジュロー氏が今度の旅行の第一目的であつた「サイコ」のため許りでなくパ社全体に対して効果的な手を打つたことが裏書きされている。尚今度の旅行の詳細は本号に紹介された。

バイディアネーザン歓迎

人の動きとしてもう一つインド地区パラマウント総支配人K・S・バイディアネーザン氏がニューヨークを訪問した。本誌では何年も前から同氏のセールスマンシップ及びショウマンシップの成果について報告、パラマウントに対する同氏の献身の深さに敬意を表してきたが、今同氏を迎えて心から歓迎の意を表し度い。我々とキブリングの東と西についての意見に対しては違つた意見を持つて居り、パラマウント機構の内部にあつては東と西は常に一致するという強力な証拠を持つているため、我々は「西」が常に一致点を持つことを感じているわけである。

尚パ社撮影所の製作部長マーティン・ラッキン及び東部製作部長ラッセル・ホルマンの両氏はストーリー及びタレントのスカウトのため海外各地を訪問、貴重な成果を収めて帰国した。一九六二年及びその後数年間に亘つてパ社の製作計画に大きくプラスするその成果は逐次発表される予定であるが、当社の競争相手にとつては悩みの種となるそれらのニュースはパ社の全員にとつては嬉しいニュースとなるであろう。

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AUSTRALIA PRODUCING AN ABUNDANCE OF SPARKLING SHOWMANSHIP



TOWNSVILLE, Queensland - In all of the showmanship evidence that has poured in on us from all over the world on "Psycho," this is the first instance of the use of 'a spooky old house' - an element of prime importance in the Hitchcock shocker itself.

In this case, the Wintergarden Theatre found the rambling old building right across the street. It was an ideal 'prop,' with its shuttered front and its warped board walls. So up went the "Psycho" posters.

And to complete the record,"Psycho" did record-smashing business at the Wintergarden - second only to the mighty "Ten Commandments."



BRISBANE - The tireless Harry Greaves of the Wintergarden launched a comprehensive showmanship campaign for Jerry Lewis' "The Bellboy," even digging into sequences in the comedy for appropriate material. For instance, he used the dry-cleaning sequence for a tie-in with Brisbane's Lowes dry cleaners, in the neat fashion shown above.

He also used the enormously amusing Volkswagen sequence to good effect with the distributors of the world renowned German car, who utilised stills from the comedy's sequence in their advertisements, gently pointing out that it was possible for Australian motorists to have a far more rewarding experience than Jerry had.

Some of the distributor's Volkswagens, bearing a huge banner for "The Bellboy," are shown below.







BUNDABERG,Queensland: The Olympia Theatre's Des Andrews never allows a film to pass without giving it the maximum of showmanship. Above is one of the stunts he used for Jerry Lewis' "The Bellboy." These three boys are in the uniform of the theatre's candy sellers.

RIGHT

BRISBANE - The Wintergarden Theatre had its very own bellboy, who walked the city streets for a month carrying the jumbo-sized disc announcing: "A record --- Jerry Lewis' BELLBOY."
(PS: The bellboy's real name happened to be Jerry, too).



ADELAIDE - "Suzie Wong" is a magic name these days among the ladies discussing the subject of fashions.

Latest innovation to reach Australian stores is the Suzie Wong blouse; and Paramount's South Australian branch manager Denis Kiley moved in swiftly to secure a prominent window display in one of this city's top fashion centres, Flairs.

In a corner presentation fronting two city streets, "Suzie Wong" stills and posters nestle with silks and satins.

GETTING THE CROWDS

"Psycho," at the Toorak (Victoria) Drive-in smashed the theatre's all-time record. Also took in the all-time money receipts. Hundreds of vehicles were turned away at early evening sessions because of crowded ramps.

It was the same story at the Village Drive-In, Tullarmarine, where the Hitchcock thriller broke attendance records of the five-years-old establishment.

Manager Charles (Chic) Arnold used a neat showmanship gag at the Adelaide Majestic in connection with "Five Branded Women." He showed a picture of the mountain pool with the 5 actresses in the water up to their necks. Then via a newspaper contest he offered prizes to the fans who correctly named the five actresses in the order shown. He got a real raft of answers.



With very real pleasure we reprint the following from The Australasian Exhibitor of April 6th:

Receiving congratulations is Arthur Andrews, Paramount projectionist in Sydney. His daughter Jan, the swimming champ, set a world record last Saturday in Japan for the 100 metres butterfly. Her time of 1 minute 8.9 seconds cut two-tenths of a second off the previous record.

(We add our Paramount congratulations, too. -ED)

"SAMSON" AND "PSYCHO" SPARK SOCKO SUCCESSES THROUGHOUT FAR EAST

Cabled Proof!

THIS FROM INDIA

"SAMSON" OPENING APRIL 14 AT REGAL,BOMBAY, FANTASTICALLY SUCCESSFUL. NET TAKINGS EXTREMELY GOOD DESPITE PUBLIC HOLIDAY. THIS IS HIGHEST OPENING DAY'S RECEIPTS ANY PICTURE IN REGAL'S HISTORY.

- VAIDYANATHAN

THIS FROM THAILAND

APRIL TWELFTH ROYAL COMMAND PERFORMANCE OF "PSYCHO" IMPRESSIVE SUCCESS AS DISTINGUISHED AUDIENCE INCLUDING CABINET MINISTERS, DIPLOMATS, PROMINENT SOCIAL FIGURES APPLAUDED NEW HITCHCOCK MASTERPIECE. PICTURE OPENED TO PUBLIC APRIL 14 AND FIRST DAY NET FIGURES TREMENDOUS WITH PUBLIC REACTION MOST ENCOURAGING. EXHIBITION POLICY ON ADMISSIONS SUCCESSFULLY INTRODUCED AND ACCEPTED BY PATRONS. ANTICIPATE OUTGROSSING ALL PRIOR HITCHCOCK RELEASES.

- CHANA



NEW YORK - In the office of J. William Piper, assistant to the president of Paramount International Films (at right), George Veitheer and K.S.Vaidyanathan (centre) discuss the film situation in the Orient, with particular reference to India. Mr. Veitheer is an executive of the Motion Picture Export Association in charge of Asia; Mr. Vaidyanathan is Paramount's general manager in India.





HOLLYWOOD - Adolph Zukor, chairman of the board of Paramount Pictures Corporation, extends the hand of hospitality to Mr. Yasujiro Tsutsumi, who was in the United States in the capacity of Prime Minister Ikeda's Goodwill Ambassador as well as Chairman of Seibu Enterprises. Standing behind Mr. Tsutsumi is Jack Karp, vice-president in charge of the Paramount Studio. Other gentlemen, from the Japanese consulate, were not identified.



HOLLYWOOD - Not only did K.S. Vaidyanathan, Paramount's general manager in India, view quite a lot of footage of "Hatari!" while he was here, he also attended the party connected with the film (which we have pictured on Page 41), and met a number of the stars of the Howard Hawks production. Here he is shown with John Wayne.



DJAKARTA, Indonesia - Huge standee for "The Buccaneer" -- 54 feet tall -- stood at a curve in one of this city's main thoroughfares and was viewed by many thousands of persons daily. The sign at right indicates that the picture was playing simultaneously at four of Djakarta's major cinemas -- the Menteng, Kramat, Rukiah and Krekot.

KLANG, Malaya - This very effective front-of-house display by the Cathay Cinema for Cecil B. DeMille's "Samson and Delilah" contributed to capacity attendances at all showings of the film. Photo was made at the end of a night screening.



IT'S ALL HER'S,NOW

Under terms of her contract with Paramount, Debbie Reynolds was able to keep the $4,000 wedding gown designed for her by Edith Head for Perlberg-Seaton's "The Pleasure of His Company." She's had it stored away in the hope that it will be worn by daughter Carrie, now five.



Toby Michaels and the popular record star,Fabian, take a coffee-break during the filming of "Love In A Goldfish Bowl."



HOLLYWOOD - Janet Leigh and Paramount producer Gant Gaither at the recent 18th Annual Golden Globes Awards Dinner of the Foreign Press Association. Miss Leigh won a Golden Globe for her supporting actress role in the Alfred Hitchcock production of "Psycho."

ANOS DE INTENSA ESPERA RESULTARAM EM TRIUNFO. OUTRAS NOTAS MENSAIS.

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O triunfo referido é "A Face Oculta", cuja estréia teve lugar no famoso cinema "Capitol" de Nova York, a 30 de Março, sendo aclamada o que se esperava - um grande êxito. Por conseguinte, a paciência de esperar foi bem paga e foi exatamente o que antes se dera com outra, uma "super", OS DEZ MANDAMENTOS, que foi ansiosamente esperada. Mas quando a vimos na tela nos convecemos que valeu a pena esperar. O filme extraordinário de Marlon Brando,que representa uma epopéia de vingança, desde o dia de seu lançamento está pagando bons dividendos. Em vários lugares, no correr deste número, damos provas dêsse grande sucesso. "A Face Oculta" é o resultado de um projeto bastante antigo, vindo de 1955; quando Brando voltou de sua viagem ao Oriente começou a tratar dos detalhes dessa produção. E desde êsse tempo, o famoso ator-produtor tem estado em várias partes do mundo, e sempre que foi chamado a fazer entrevistas, se referiu ao trabalho que sempre o interessava, a produção de "A Face Oculta". E agora, que a temos em realidade, podemos dizer que a propaganda antecipada feita pelo seu autor mais concorrerá para o seu êxito.

Tivemos o prazer, no mês passado, de noticiar com fatos o próximo lançamento da produção de Perlberg-Seaton, "Papai Bôa-vida", cujo tom alegre temos sempre cantado. Vemos que os elegios foram bem merecidos e aprovados,em tôda linha, pelos milhares de espectadores que em Chicago e New Rochelle (N. York) tiveram a boa sorte de apreciar a fita em "preview" de surprêsa. Hoje êles se consideram reais felizardos. Nêste número incluímos alguns bilhetes para outras "previews".

Charles P. Juroe, recentemente escolhido na Matriz para chefe do departamento de publicidade, amíncio e showmanship, acaba de voltar duma visita aos países da Anérica Latina em benefício da Paramount International Films. E evidente pelo jôrro de publicidade tratando da visita de Mr. Juroe, que nos tem vindo daquêle hemisfério, que a sua viagem foi muito bem sucedida no tocante à publicidade de "Psicose"--que era seu principal objetivo--como com relação as coisas da Paramount geralmente falando. Nesta edição damos vários tópicos referindo a essa visita.

Bem, por falar em viagem e visitas,temos o prazer de anunciar que se acha entre nós o gerente geral da India, Mr. K. S. Vaidyanathan. O ilustre visitante há muitos anos que é admirado e aplaudido nesta Matriz, não só como capacíssimo gerente da Paramount, mas ainda por sua esforçada atuação nas vendas, propaganda,showmanship e interêsses gerais. Temos sempre pensado naquele dizer de Kipling, de que o Este e o Ocidente nunca se encontrarão. Naturalmente, essa idéia se referia ao lado social da questão, pois o geográfico é de fixidez eterna. No entanto, pelas relações comerciais os dois extremos se tocam. E na família da Paramount êsse fato é facilmente apreciável, como se pode verificar, agora, no caso da India.

Ainda outro tópico referente a viagens. E o caso de Martin Rackin, chefe de produção do nosso Estúdio, e Russell Holman, a cargo da produção no Léste, que estiveram viajando no exterior à procura de materiais de cenário e de novas personalidades artísticas, fato que parece augurar enriquecimento da produção a partir desde ano. Eles trouxeram boas notícias e por certo o aproveitamento dos materiais trazidos será notado nas nossas futuras produções.

SUPER-"S A M S O N"

"Samson and Delilah" seems destined to break records eternally. Far East Division Manager S.A.Henriksen reports the following cable from Lahore, Pakistan:

"SAMSON" AT REGAL, LAHORE, CRASHED BOX-OFFICE WITH THUNDEROUS OPENING DAY GROSS. TREMENDOUS CROWDS JAMMED CINEMA ENTRANCE. APPRECIATION AND APPLAUSE UNPRECEDENTED. MOST SUCCESSFUL RUN GUARANTEED.

JAMES STEWART AND JOHN WAYNE WILL CO-STAR FOR FIRST TIME IN A PARAMOUNT PRODUCTION

James Stewart and John Wayne have been signed to appear together for the first time in John Ford's production of "The Man Who Shot Liberty Vance," it was announced by Jack Karp, head of Paramount Studio. Production is scheduled to start in August.

Wayne, who is currently starring in Howard Hawks' "Hatari!," has long been associated with John Ford. The film will also mark the second association with the veteran producer-director for Stewart, who has just completed Ford's "Two Rode Together."

PARAMOUNT CAMERA ON THE HOLLYWOOD SCENE



In the office of Jack Karp (centre), vice president in charge of the Paramount studio, K. S. Vaidyanathan (at left), general manager for Paramount in India brings a report on film conditions in that country to both Mr. Karp and to Adolph Zukor, chairman of Paramount's board of directors.



THE 'ANGEL' OF "SUMMER AND SMOKE" - Here's Walter Tyler, unit art director on Hal Wallis' picturization of Tenneasee Williams' "Summer and Smoke," and the Stone Angel, so dramatically symbolic to the dramatic atory of the Southern small town minister's daughter and her overwhelming love for the unregenerate young doctor next door. Tyler chose the Angel as the most important individual piece of work he contributed to the over-all design on the picture which co-stars Laurence Harvey, Geraldine Page, Rita Moreno, Earl Holliman, Una Merkel, Pamela Tiffin and John McIntire, with direction by Peter Glenville.



Janet Leigh accepting one of the Golden Globe Awards of the Foreign Press Association at the 18th annual dinner of the international cinema writers. Event was held in the Beverly Hilton Hotel on March 16th, and Miss Leigh won her award by her supporting role in Hitchcock's "Psycho."



In an interlude during the scoring of "The Pleasure of His Company," Alfred Newman, scorer of the film, seems to be saying that the music should 'ascend,' while co-star Fred Astaire seems to favor a 'descend.' Both must have agreed eventually, for the film's music, like the film itself, is a sheer delight.

Many far-flung location trips are regarded as wonderful - but the topper of them all appears to have been the one to Hawaii for "Blue Hawaii." Dazzlement plus, quoted the crew!



This is Edmond O'Brien in the role of director rather than as actor. He has just completed his first production for Paramount release. It is entitled "Deadlock," and early word from most reliable spurces indicates that it is a real gem of a 'sleeper.'

With director O'Brien, and looking off with obvious interest to his left, is Avik Gilboa, Israeli film correspondent.



Group on the scoring stage as music was added to the directorial delight of "The Pleasure of His Company." L to R are director George Seaton, producer William Perlberg, co-star Fred Aataire and Herb Steinberg, publicity director of Paramount's studio.



LIMA, Peru - At the "Psycho" showmanship congress here, Andres Sanz, at left, Charles P.Juroe and Lennart Bjorck do a 'Hitchcock' in the matter of synchronizing watches to make sure that none of the visiting exhibitors and pressmen attend the meeting "except from the very beginning."



Laurence Harvey gives a brilliant performance as the ruthless smalltown doctor (ruthless in love affairs, that is), in Hal Wallis' brilliant production of Tennessee Williams' "Summer and Smoke."

Fred Astaire, the international playboy father of Debbie Reynolds in Perlberg-Seaton's "The Pleasure of His Company," speaks a half dozen languages besides English in the happy comedy. Since he already knew French, German, Italian and Spanish, only Chinese and Japanese remained to be mastered for the role.

Astaire went to Harold Fong, featured player in the film, for Chinese lessons, and learned a smattering of Japanese from Tokyo-born Nobu McCarthy, who was in the studio for a TV film.

Los años de tensa espera nos trajeron un triunfo*********

El triunfo se llama "One-Eyed Jacks". El estreno mundial en Nueva York, el 30 de marzo, demostró una vez más, lo sabio que es saber pacientar cuando de triunfos se trata, Así fué como actuamos con "Los Diez Mandamientos" y nuestra paciencia con el poderoso épico de Marlon Brando vuelve a pagarnos dividendos. En varios lugares de este número de Paramount World tendrán Vds. pruebas de este acierto. También podrán percatarse en parte de la magnitud de la obra realizada con "One-eyed Jacks" desde que el proyecto de Marlon Brando empezó a cuajar a fines de 1955, poco antes de su azaroso viaje a Oriente, a comienzos de 1956. Desde entonces, Brando estuvo en otros muchos lugares del mundo y nunca sin llamativas menciones de "One-eyed Jacks", de modo que la película llegó a las pantallas del mundo precedida de enorme y significativo revuelo publicitario.

El mes pasado constituyó un placer para nosotros hablarles con detalle del felicísimo film de Pelberg-Seaton, "El placer de su compañía", un film acerca del cual habíamos cantado alabanzas durante largos meses. Bien, la canción ha demostrado ser de las muy pegadizas, pues han sido muchos miles los cineístas que al ver la película en sesiones de pre-estreno en Chicago y New Rochelle (New York) se consideraron desde entonces entre los más afortunados mortales.

Recién promocionado Charles P. Juroe está de vuelta de su primera gira al territorio de su jurisdición, en calidad de director de Publicidad de Paramount International Films. Es evidente, a la vista de la riada de publicidad procedente de Sud América que Mr. Juroe dió precisamente en el clavo no sólo en lo que se refiere a "PSICOSIS", que era el objetivo inmediato del viaje, sinó también a Paramount algunos de los momentos gráficos más destacados de la gira pueden hallarse en distintas páginas de este número.



BARCELONA - Lobby of the Fantasio Cinema was really transformed into the spirit of the title of the Alfred Hitchcock shocker when "Psycho" was the recent super-successful attraction here.

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Otro episodio de viaje (y también una nueva aplicación a la palabra "placer") constituye la grata impresión que nos produjo de encontrar finalmente entre nosotros a K.S. Vaidyanathan de la India. Mr. K.S. Vaidyanathan es, como sabrán la mayoría de Vds., el manager general de Paramount en la India. Durante muchos, muchos años hemos publicado en nuestras columnas los puntos de su talento de vendedor y "showmanship", con el orgullo que sentimos por su profunda entrega a Paramount. Estábamos convencidos que llegaría el día del encuentro entre su "Oriente" y nuestro "Occidente", dado que nunca entramos en las conjeturas de Kipling sobre el "Este" y el "Oeste" y dimos siempre pruebas de que en la organización Paramount los pares siempre se juntaron.

Y todavía una noticia de viajes. Martin Rackin, director general de producción de estudios y Russell Hollman, director de producción del Este, han estado fuera trabajando en proyectos que auguran un porvenir magnífico al programa de Paramount de 1962 y años siguientes. Han regresado con noticias que, cuando sean difundidas, causarán pena a nuestros competidores, pero alegría a nuestros miembros.



HOLLYWOOD - Although in the film city to cover the Academy Award proceedings, Peru's eminent columnist, broadcaster, author and advocate of the beauties of both Lima and Peru, Pepe Ludmir, took time out to tape interviews with top personalities. Here at left he talks with John Wayne, co-star of Howard Hawks' production, "Hatari!"

"MY GEISHA" LOOMS AS LOVELY - AND LIVELY - ENTERTAINMENT

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Filmed in Japan in glorious Technirama, and with present-day customs, events, sports and excitements packed logically into the happy-go-lucky story, this Steve Parker production for Paramount release bears all of the solid gold markings of top-level entertainment. Presented on this page are a few glimpses into the not-so-private life of MY GEISHA.



First big test of the Great Impersonation: Shirley as the 'Geisha' fools not only her business manager, but even her own husband. At left, Edward G. Robinson, at right, Yves Montand.



Edward G. Robinson and Robert Cummings play a couple of Hollywood characters who've taken plenty of gambles before - but this one is different. This one concerns a star and her husband. Quite a switch!





How to kiss your husband when he thinks he's kissing someone else is demonstrated with devastating effect by Shirley MacLaine in this fine comedy film. Who's the fooled husband? Better wait and see!



Here is true 'local color' that will add add boundlessly to the appeal of "My Geisha" around the world. In the foreground are Bob Cummings, Yves Montand, Edward G. Robinson and (partly hidden behind Montand), Shirley MacLaine.



Shirley MacLaine, at left, is the impersonating geisha, and Yoko Tani is the real thing. It all makes for a sparkling mix-up of those complications which make for uproarious entertainment. It also proves that Miss Shirley MacLaine is undisputed queen on the screen today where gay comedy is concerned.



And here is the 'reverse shot' as Montand, MacLaine and Cummings react to the wrestling.

Remember - "My Geisha" has been filmed entirely in Japan



STOCKHOLM - Martin Rackin, head of Paramount production in the Hollywood studio, interviews the young talented Swedish actress, Christina Schollin, during his recent business visit here.



STOCKHOLM - Paramount production head Martin Rackin (centre) with Paul Flodin, general manager for Sweden, and Mrs. Liliane Lincoln, Paramount publicity manager for Sweden.



COPENHAGEN - Posters for "Last Train From Gun Hill" were displayed in quantity on the stations and in the trains of the municipal S-Train network.

RIGHT

STOCKHOLM - Gay engagement of "It Started In Naples" got a fine assist from a multiple postering of these green and luminous yellow posters in the most important streets. This street at right is Hamngatan, one of the most populated streets in the city.

SLUTLIG TRIUMF EFTER MÅNGA ÅRS VÄNTAN

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Triumfen är "One-Eyed Jacks". Världspremiären på Capitol Theatre i New York City den 30 mars bevisade än en gång att tålamod lönar sig när det gäller inspelningar av större format. Det lönade sig vad det gällde "De tio budorden" och ihärdigheten vad beträffar den mäktiga Marlon Brando-filmen om mannen som vigt sitt liv åt hämnden säger oss än en gång att vi har rätt. Fog för påståendet finns i det här numret. Där får ni veta litet om och kring tillblivelsen av "One-Eyed Jacks" från det Marlon Brando-projektet först tog form år 1955, omedelbart innan Brando anträdde sin resa genom Orienten i början av 1956. Sedan dess har Brando hunnit resa kors och tvärs i världen och överallt har han förstått att på ett utomordentligt slagkraftigt sätt göra propaganda för filmen. Den är således mycket effektivt förhandsreklamerad, när den inom kort börjar sin rundvandring på biodukarna runtom i världen.

I förra numret hade vi nöjet berätta litet fakta kring Perlberg-Seatonfilmen "The Pleasure of His Company", en film som vi förresten hunnit lovprisa en hel del vid det här laget. De som



STOCKHOLM - It was a double pleasure to see "It Started In Naples" here at the Palladium. In the first place, the film itself was a fine treat. In the second place, these attractive Swedish gals, in Italian costumes, gave away flowers and oranges to all attendees at the film's premiere.

voro lyckliga nog att se filmen i Chicago och New Rochelle (New York), vid en förhandsvisning alltså, instämmer i lovsången över filmen, vilket var och en kan övertyga sig om av uttalanden som återfinnes i detta nummer.

Nyblivne chefen för Paramount International Films' publicitets- och reklamavdelning, Charles P. Juroe, är tillbaka från sin första rundresa genom sitt nya verksamhetsfält. Det framgår med all önskvärd tydlighet av all den fina publiciteten från Syd-Amerika att Mr. Juroe slagit ett stort slag inte bara för "Psycho", som ju var främsta syftet med resan, utan även för Paramount som sådant. Se vidare text- och bildmaterial i tidningen.

Så har vi glädjen att presentera en annan "resande", som vi är mycket glada åt att se här ibland oss, nämligen Indiens K.S. Vaidyanathan, som de flesta vet Paramounts general manager där. Under en lång följd av år har vi här i tidningen kunnat publicera många bevis på hans skicklighet som säljare och reklamman. Vi har den känslan att "Öst" kan möta "Väst", i det fallet är vår inställning en annan än Kiplings, och att, inom Paramount-organisationen, "de två alltid har "mötts".

Ännu en resenotis. Martin Rackin, vår Studios produktionschef, och Russell Holman har varit utomlands på jakt efter användbara filmidéer och nya stjärnämnen, vilket ju bådar gott för Paramount-programmet 1962 och framöver. De nyheter, som de fört med sig tillbaka, och de erfarenheter de samlat kommer, när de så småningom kommer till allmän kännedom, säkert att förtreta konkurrenterna, men själva har vi all anledning att se mycket ljust på framtiden.



General Manager Hugo Stramer's first national convention of the salesmen, branch managers and publicity men of Germany was a marked success. The keynote of the meeting was the enthusiasm generated for the continued triumphs of "Psycho," "G.I.Blues," "It Started In Naples" and "The World of Suzie Wong." All of this as prelude to the announcement of the release program for 1961/62.

EIN TRIUMPH NACH JAHREN ANGESPANNTER ERWARTUNG

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Und dieser Triumph heißt "One-Eyed Jacks". Die Weltpremiere des Films am 30.März im Capitol Theatre in New York City hat erneut bewiesen, dass Geduld zum Erfolg führt. Wir haben diese Taktik bei den "Zehn Geboten" befolgt, und unsere Geduld hat sich auch bei Marlon Brando's gressartigem Filmwerk gelohnt. Sie werden dafür an verschiedenen Stellen in dieser Ausgabe der Paramount World Beweise finden. Sie werden weiterhin noch von der Bedeutung des Films erfahren, an der "One-Eyed Jacks" noch in vielfacher Hinsicht gewonnen hat, seitdem das Projekt zum erstenmal 1955 Gestalt annahm, unmittelbar vor Marlon Brando's Reise durch den Orient zu Beginn des Jahres 1956. Seitdem war Brando in vielen Teilen der Erde, wo er es niemals versäumt hat, "One-Eyed Jacks" gebührend zu erwähnen, so daß der Film in aller Welt mit einer gewaltigen Vorreklame auf der Leinwand erscheint.

Im letzten Monat hatten wir das Vergnügen, Ihnen eine ganze Menge über den Perlberg-Seaton-Film "The Pleasure of his Company" berichten zu können, dessen Lob wir bereits seit Monaten singen. Dieser Lobgesang hat sich in der Tat als sehr einschmeichelnd erwiesen; er wurde bereits von vielen Tausenden von Filmbesuchern aufgenommen, die den Film in Chicago und New Rochelle (New York) in Testvorführungen gesehen haben und sich seitdem zu den glücklichsten Sterblichen zählen. Wir haben einige Testkarten von dieser Aktion zur Erforschung der Publikumsmeinung in dieser Ausgabe zur Kenntnis gebracht.

Charles P.Juroe, der kürzlich zum Pressechef von Paramount International Films ernannt wurde, ist von der ersten Reise in seiner neuen Eigenschaft zurückgekehrt. Gemessen an der Welle von Veröffentlichungen in Südamerika, hat Mr. Juroe offenbar ins Schwarze getroffen, nicht nur, was seine Arbeit für "Psycho" anbetrifft, dem eigentlichen Zweck seiner Reise, sondern für Paramount überhaupt. Ein paar aussergewöhnliche Schnappschüsse aus dem Bildmaterial von seiner Tour sind auf verschiedenen Seiten in dieser Ausgabe abgebildet.

Eine weitere Reisenotiz soll diesmal die Freude ausdrücken (um nicht schon wieder das Wort "Vergnügen" zu gebrauchen), die wir empfinden, daß Indien's K.S.Vaidyanathan endlich in unserer Mitte weilt. Mr.Vaidyanathan ist, wie die meisten von Ihnen wohl wissen, Paramount's General Manager in Indien. Wir haben jahrelang die Ergebnisse seiner Verkaufs- und Werbearbeit in Bildern veröffentlicht und das mit verständlichem Stolz im Hinblick auf seinen hunderprozentigen Einsatz für Paramount. Es war schon immer unsere Überzeugung, daß sein "Osten" sich mit unserem "Westen" treffen würde, zumal wir mit Kipling's Behauptung über den Osten und den Westen niemals so ganz übereinstimmen konnten und überdies mehrfach bewiesen wurde, daß sich in der Paramount Organisation beide immer irgendwie trafen.

Noch etwas vom Reisen: Martin Rackin, unser Studio-Produktionschef und Russell Holman, Produktionschef für die östliche Hemisphäre, waren im Ausland und widmeten sich dort verschiedenen Unternehmungen, die für das Paramount-Programm 1962 und zukünftige Programme großartige Voraussagen rechtfertigen. Sie haben Neuigkeiten mitgebracht, die, in geeigneter Weise veröffentlicht, unseren Konkurrenten schlaflose Nächte, unseren Mitarbeitern aber eitel Freude bereiten werden.



COLOGNE, Germany - This is the interior of the Gloria Theatre here, and the audience is not there to see "The World of Suzie Wong," as you can judge from the fact that some seats are empty. But whatever film they had paid to see, they certainly got an eyeful of "Suzie Wong," which happened to be the upcoming attraction - and which played to capacity houses.

eeeeeeeeee

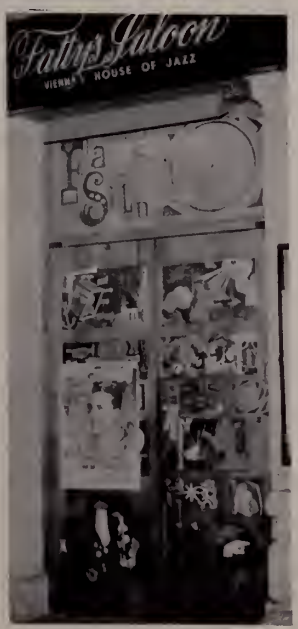
Franz Waxman is composing the musical score for Shirley MacLaine's "My Geisha."

The composer has created (and conducted) the scores for such hits as "Rebecca," "Mr. Roberts" and "Rear Window."

"My Geisha" also stars Yves Montand, Edward G. Robinson, Robert Cummings and Yoko Tani.



FRANKFURT - For weeks in advance of the opening of "It Started In Naples" at the Turmpalast, huge posters of the stature of the one shown above appeared all over the city. No wonder the Gable-Loren multi-colored musical romance was such a hit!



VIENNA - Entrance to the celebrated Fatty's Saloon, known also as Vienna's House of Jazz. Here is where "G.I.Blues" was given a momentous send-off in Austria by 'Fatty' George. A picture report on the event appears elsewhere in this issue.



FRANKFURT - One of a fleet of trucks used to carry the message of "The World of Suzie Wong" in those cities which prohibit large billboard advertising.

Everybody is ignorant, only on different subjects.
Will Rogers



MILAN - Front of the Corso Theatre here with a most appealing invitation from Jerry Lewis to come in and see him in "The Bellboy."



MILAN - popular singer Nico Fidenco autographs covers of the record he waxed on "The World of Suzie Wong."



RAVENNA, Italy - One of our favorite cinemas in all the world is Cinema Moderno of this city — a theatre whose management is ever alive to the many benefits of showmanship. Above is a view of the Moderno arrayed for the advent of "It Started In Naples."

Even the gods cannot strive against necessity.
Pittacus

LA NOSTRA LUNGA ATTESA E' STATA COMPENSATA DA UN TRIONFO

* * * * * * * * * * * *

Il trionfo si chisma IL ROVESCIO DELLA MEDAGLIA. La sua "prime" mondiale al Capitol di Nuova York il 30 Merzo ha confermato une volte di più che i trionfi non arrivano all'improvviso ma che sono di solito il coronamento di una lunga, paziente attesa. Noi lo abbiamo già esperimentato con I DIECI COMANDAMENTI, ed oggi ce lo prova di nuovo il potente dramma di Marlon Brando, come potrete voi stessi constatare in varie parti del presente numero. Vedrete anche come il marchio di grandezza che distingue IL ROVESCIO DELLA MEDAGLIA sia già un fatto acquisito da anni in tutte le parti del mondo, poichè di questo colossale lavoro si è tanto parlato dappertutto in occasione dei diversi viaggi all'estero, in Oriente e altrove, compiuti da Brando dal 1956 in poi, cioè dopo ch'egli aveva già completato il progetto di questo suo film. Sicchè IL ROVESCIO DELLA MEDAGLIA arriverà sugli schermi del mondo preceduto da una fanfara di risonante pubblicità.

Il mese scorso abbiamo avuto il piacere di darvi la nostra eccellente opinione sulla divertentissima produzione Perlberg-Seaton IL PIACERE DELLA SUA COMPAGNIA di cui vi avevamo, del resto, cantato le lodi per mesi e mesi. Ebbe-



NAPLES - No matter what other sign was displayed here, the sign of the Paramount branch for "It Started In Naples" topped it. Part of the permanent Paramount trade mark is visible above the start of the title at top left.

ne, si vede che la nostra canzone era di quelle orecchiabili perchè essa è stata perfettamente afferrata e ripetuta dal numeroso pubblico di due locali di Chicago e dintorni di Nuova York il quale si è visto inaspettatamente includere la proiezione di questo film nel programma del giorno. In altra parte di questo numero vi riproduciamo qualcuno dei giudizi espressi in merito da questo pubblico, così vi renderete conto della magnifica reazione provocata da queste due sporadiche anteprime.

Il nuovo direttore dell'Ufficio Pubblicità della Paramount International Films, signor Charles P. Joyce, ha recentemente compiuto il



TURIN - The Astor Theatre here really put Elvis Presley's name, and the title of his picture ("Cafe Europa") in electric lights when the Hal Wallis picture showed in super-successful fashion here recently.

suo primo giro ad alcuni paesi, precisamente del Sud America. L'enorme flusso di pubblicità che ci sta pervenendo da quel territorio dimostra che la visita del sig. Joyce è stata benefica, non solo agli effetti di PSYCHO, scopo precipuo del suo giro, ma per il prestigio della Paramount in genere. Qualche illustrazione di questo viaggio troverete in varie sezioni del presente volume.

Altra notizia di viaggi (nonchè altra occasione di usare la parola "Piacere") riguarda la conoscenza personale che abbiamo finalmente fatta del nostro direttore generale delle Indie, Mr. K.S. Vaidyanathan, venuto a Nuova York per qualche giorno. Per anni ed anni vi abbiamo presentato nelle nostre colonne i magnifici risultati di noleggio e lancio messi in atto da questo funzionario, non senza un certo orgoglio per la sua profonda devozione alla Paramount. Ed abbiamo sempre avuto la certezza che il suo 'Oriente' ha molto in comune col nostro 'Occidente' giacchè, in contrasto alla netta "separazione" tra queste due entità fatta da Kipling in una sua celebre poesia, noi abbiamo avuto ampie prove, in seno all'organizzazione Paramount, della loro perfetta "unione".

Sempre in tema di viaggi, i Sigg. Martin Rackin e Russell Holman, rispettivamente capi della produzione allo Studio di Hollywood ed a Nuova York, hanno fatto ultimamente un giro di ricognizione all'estero per nuovi soggetti cinematografici nonchè elementi artistici. Di tale giro si avvanteggerà senza dubbio la nostra produzione del 1962 ed anni successivi. I due dirigenti sono tornati indietro con notizie che, quando saranno annunziate, daranno filo da torcere ai nostri concorrenti ma gioia a tutti i nostri membri.

ROME - The historic Colosseum provides an unusual background for Paramount's publicity trailer advertising "The Rat Race."



SHOWMANSHIP IS A CINEMA'S BEST FRIEND****



BOGOTA, Colombia - Presentation of "Jack the Ripper" at the Mexico and Cataluna Theatres here climaxed a very thorough showmanship campaign, one feature of which was the ominous 'pedestrian' shown above. Another unusual feature of the campaign was a showing of the film to the police and judges of Bogota (just in case there were any similar cases of depredation locally. Radio, press, street-painted signs and special jumbo sized bulletins were some of the other features of a most compreh nsive campaign.



MANCHESTER - Here is how the idea originating in Leeds, and pictured in last month's issue, is not only catching on in connection with showmanship for "The World of Suzie Wong," but is being expanded. Here are two Chinese-clad young ladies who had been followed by another in similar attire, and who had been photographed against bevies of onlookers. Photos had then been placed in the lobby of the theatre showing "Suzie Wong," and all individuals who had been circled in the snapshots were given free admissions to the theatre - after seeing the manager.

RIGHT

PARIS - The always-cooperative music stores of this city welcomed the advent of Elvis Presley in "G. I. Blues." Here's the window of Disques Nation at 13 Place de la Nation.



FRANKFURT, Germany - Premiere of "The World of Suzie Wong" was very effectively given a tea link-up by the management of the Gloria Theatre. Tea company was allotted a booth in the Gloria's lobby, and comely attendants in Chinese costume dispensed tea samples along with Chinese fans bearing the film's title.

Showmanship that can be by-passed by smart exhibitors was used with 'boomerang' effect in a large American city recently.

This showman advertised that the first 100 women to attend the theatre on opening day would receive an exact duplicate of a costume worn by Shirley MacLaine in "All In A Night's Work." He of course purposely neglected to say that the costume was a towel.

What the several hundred women with another interpretation of a 'costume' in mind had to say about this misleading gag, can best be left to the imagination.





LONDON - This double-spread, in color, in The Cinema Daily of April 5th, carried word of "The World of Suzie Wong" most effectively into all quarters of the British film industry. Thus implementing the resounding publicity gained by the Ray Stark production in its Plaza premiere.



MANCHESTER, England - This giant-size standee of Elvis Presley proved the right kind of crowd-stopper at the Plaza, All Saints, stopping a house full of fans intent on seeing "G. I. Blues."

There are amusing people who do not interest, and interesting people who do not amuse.
Benjamin Disraeli



WASHINGTON, D.C. - The midnight fans turned out in force to see Marlon Brando's "One-Eyed Jacks" when the picture opened at the Town Theatre here. This is the head of the long queue set to catch the film from the start.

Dot Records Become Even More Paramount!



Dot Records is of course a subsidiary of Paramount Pictures Corporation, and the Dot Trade Mark is virtually the Paramount Trade Mark both in appearance and in fact.

Now Dot president Randy Wood has carried the association a step farther by signing for Dot Records a singing group named The Paramounts. Shown above is the label on one side of their first release. On the reverse side is a tuneful number entitled "You're Seventeen."

The Paramounts sound to our ears like a very harmonious group.

DOT HAS A COUPLE of grand new records that tie in very appropriately with the Seaton and Perlberg happiness film, "The Pleasure of His Company."

Debbie Reynolds, one of the film's co-stars, has a fine disc with "Just A Little Girl" on one side, and "Lonely People" on the flip-side.

Tab Hunter, another of the film's co-stars, has a Dot disc entitled "My Devotion," with "The Wild Side of Life" on the flip-side.

Dot dealers will have plenty of good display material on both of these discs.

COMPACTS, INDEED!

Now that the automobile industry in the United States is referring to its smaller (but top-standard just the same) cars as "compacts," Australia is referring to those Paramount productions usually termed 'short subjects,' or 'short features,' in a similar vein.

In drawing exhibitor attention to such great shorter films as "Boats A Poppin'," "A Sport Is Born," "Carnival in Quebec," "King of the Keys" and "Porpoise Posse," Paramount's director of advertising and publicity in Sydney, Alan Wardrope," says: "These shorter subjects are truly the 'compacts' of today's film industry."

London Wedding Bells

Ronald Coulson and Doris Hunter, two well-known and popular members of Paramount's head office staff in London, were married recently. "Ron" Coulson, manager of the ad-sales department, joined Paramount in 1929. Doris Hunter came to Paramount in 1947 as a member of the statistics department, in which she continues to serve.....Presentations were made to Ron and Doris from head office staff and also from the departments with which they are connected.

BRANCH NEWS (Continued from Page 20)

Forgot", but never as the "City that Forgot to Care". Tonight the Spring Festival begins and if you were to visit the French Quarter you would see men and women dressed in old costumes of yesterday, dancing and tours of the old homes with the almost forgotten but beautiful patios with so many descendants of the French, Spanish and English, populating New Orleans, we could hardly forget to remember and enjoy remembering those who have given us this beautiful city. I wish that all of you could be here to enjoy this wonderful time with us.

-Karen Humphreys

Elvis Rocks Honolulu



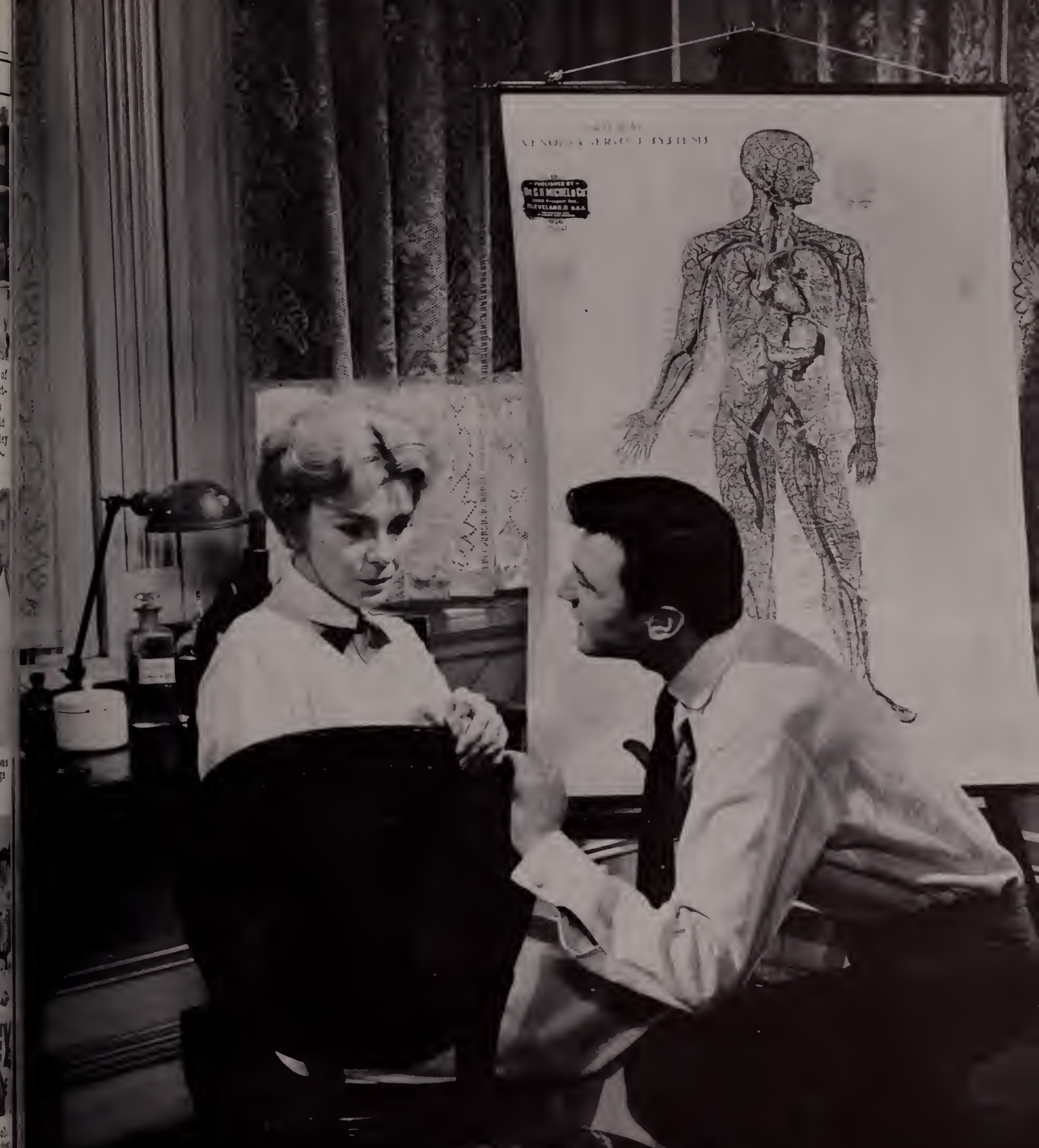
Arriving in Hawaii for the dual purpose of making "Blue Hawaii" as a Hal Wallis production for Paramount release, and to appear as star of a massive benefit performance in aid of the U.S.S. Arizona Memorial, Elvis Presley attracted a massive crowd at Honolulu International Airport.



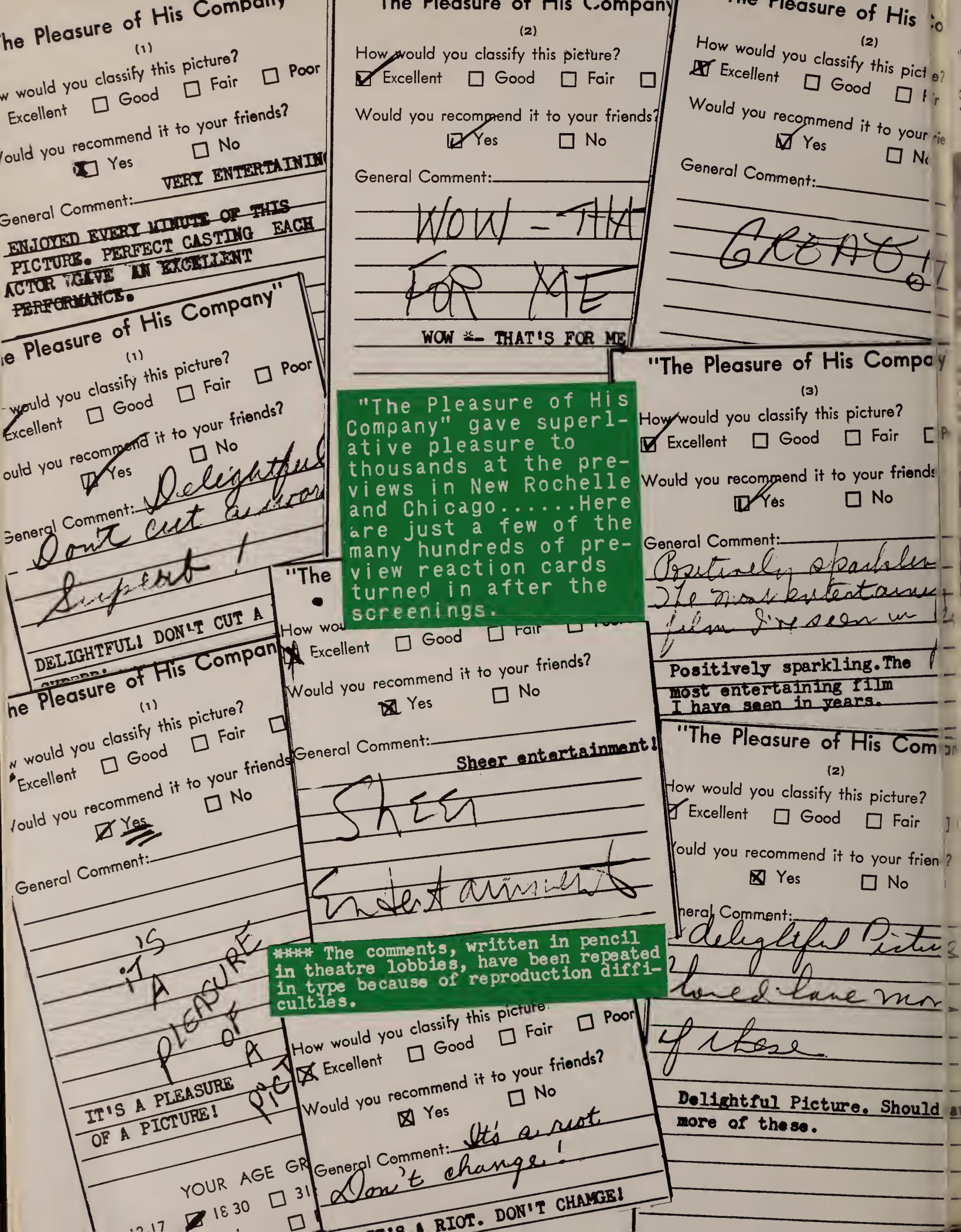
Welcomed in traditional fashion, Elvis was soon so garlanded with leis that his throngs of admirers could scarcely see his face or hear his voice.



At the Airport press conference, with Col. Tom Parker at his side, Elvis told of his deep pleasure in being privileged to be in a motion picture that would show Hawaii to the world more magnificently than any film has done to date.



SUMMER AND SMOKE, Hal Wallis' finest drama to date, is the story of a young doctor who knew too much about life, and the girl next door who didn't know quite enough.



"The Pleasure of His Company" gave superlative pleasure to thousands at the previews in New Rochelle and Chicago.....Here are just a few of the many hundreds of preview reaction cards turned in after the screenings.

**** The comments, written in pencil in theatre lobbies, have been repeated in type because of reproduction difficulties.

"P S Y C H O" STAYS 'SOCKO'



BARCELONA, Spain - At bottom of the page is a view of the mammoth queue of Spanish fans waiting to see "Psycho" at the Fantasio Cinema. Here is what the scene was like at the head of the queue, at the Fantasio's entrance.



MAR DEL PLATA, Argentina - Crowds thronging to the Cinema Opera to see "Psycho" during its memorable Latin American premiere.





CAIRO, Egypt - Audiences at Cinema Radio here received admonitions in both Arabic (left) and English about seeing Alfred Hitchcock's "Psycho" from the beginning only. As has been the case everywhere else, the admonition made very good sense... It also made for very splendid business.



ALEXANDRIA, Egypt - Cinema Rio here, which experienced a great success with "Psycho," displayed this request to audiences in both French and Arabic. It is, of course Hitchcock's famous plea: "After having seen the film do not reveal the ending to your friends. It's the only one we have."



ALEXANDRIA, Egypt - Here, as elsewhere around the world, security police were employed by the Cinema Rio to make sure that none disregarded the admonition that "Psycho" was to be seen by all members of the audience from the beginning only.



CAIRO - Two huge posters, each 14x40 feet, were placed strategically in this city to tell Cairo picturegoers about "Psycho." The one shown here was at the Midan (circle) ElMahattah near the Cairo railway station.

BOLOGNA, Italy: Crowds fill the lobby of the Metropolitan Theatre awaiting the start of the next performance of the Hitchcock thrill film, "Psycho." Loudspeaker at left keeps patrons informed of next starting time of film.



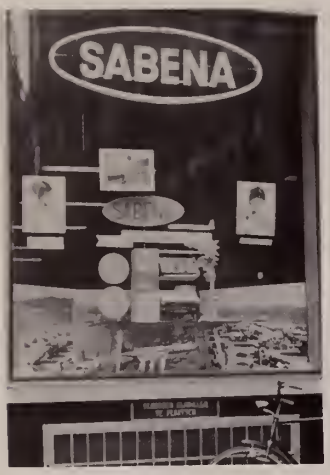
BELOW

BARCELONA, Spain - Although Paramount's head office for Spain is squarely in the centre of the scene below, it is the Fantasio Theatre (at which the attraction is "Psycho"), that is responsible for this fantastic, endless queue.





AMSTERDAM - A really fine musical display for Elvis Presley and "G. I. Blues" in the renowned establishment of Simoni's.



AMSTERDAM - Sabena Air Lines liked "It Started In Naples" to the extent of giving over this entire window to extolling the gay and capricious comedy.



AMSTERDAM - Here is evidence of the spirited fashion in which some of the local bookstores tied in with the engagement of "It Started In Naples" at the Tuschinski Theatre.

One cool judgment is worth a thousand hasty councils. The thing to do is to supply light and not heat.
Woodrow Wilson

JAREN VAN INTENS WACHTEN HEBBEN ONS EEN TRIOMF GEBRACHT

* * * * *

De triomf heet "One-Eyed Jacks". Zijn wereldpremière in het Capitol Theater in New York City op 30 Maart bewees wederom hoe wijs het is geduld te beoefenen als er belangrijke dingen op het spel staan. We hebben geduld gehad met "De Tien Geboden", en ons geduld met dit machtige Marlon Brando epos van wraak werpt wederom vruchten af. Op vele plaatsen in dit nummer van Paramount World vindt U bewijzen van deze wijsheid.



THE HAGUE - A most effective trailer display for "It Started In Naples" set by the Metropole Theatre against a very lovely background.

"""""""

Ook U zult iets vernemen van de grootheid, welke via vele kanalen in "One-Eyed Jacks" is samengebundeld sinds het Marlon Brando project eind 1955 zijn eerste gestalte kreeg kort voor Brando's reis door de Orient in begin 1956. Sinds die tijd is Brando in vele andere delen van de wereld geweest en hij heeft steeds over "One-Eyed Jacks" gesproken, zodat de film thans reeds met een grote bekendheid de wereld ingaat.

Vorige maand hadden wij het genoegen U reeds een en ander te kunnen vertellen over Perlberg-Seaton's vrolijke film "The Pleasure of his Company", een film, waarover wij reeds vele lange maanden loftuitingen uitten. En wij hebben gelijk gehad, want de film is tijdens previews in Chicago en New Rochelle (New York) door duizenden filmbezoekers met een enorm enthousiasme ontvangen, bezoekers, die zich zelf thans tot de gelukkige stervelingen rekenen, omdat zij in de gelegenheid werden gesteld deze film te kunnen zien. Een aantal van de preview kaarten zijn in dit nummer opgenomen.



AMSTERDAM - The trailing trailer is now an established (and very practical) part of the showmanship of this country. Here is the one used by the famous Tuschinski Theatre for "It Started In Naples."

"""""""

De kortgeleden benoemde Charles P.Juroe is terug van zijn eerste territoriale tour als director of advertising, publicity and showmanship for Paramount International Films. Het is duidelijk door de vloed van publiciteit uit Zuid-Amerika, dat Mr.Juroe daar zeer goed werk heeft verricht, niet alleen voor "Psycho", de directe aanleiding tot zijn reis, doch voor Paramount in het algemeen. Op diverse pagina's in dit nummer vindt U foto's van deze reis.

YOU'VE NEVER SEEN A REAL ANIMAL THRILLER UNTIL YOU'VE SEEN SUPER-STARRED, MULTI-ANIMALED "HATARI!"

Een andere reisnotitie (evenals een ander gebruik van het woord "Plezier") betreft de emotie, die wij voelen door eindelijk India's K.S.Vaidyanathan in ons midden te hebben. Mr.Vaidyanathan is, zoals velen van U weten, Paramount's general manager in India. Sinds vele, vele jaren hebben wij foto's in onze kolommen gebracht, die getuigden van zijn showmanship en salesmanship, met altijd de stilzwijgende trots, die wij voelden in de diepte van zijn toewijding voor Paramount.



ROTTERDAM - The beautiful establishment of Sabena Air Lines gave some of its very valuable space to the Thalia Theatre's effective announcement on "It Started In Naples."

"""""""

Wij hebben altijd gevoeld, dat zijn "Oosten" ons "Westen" zou ontmoeten, daar wij altijd overhoop hebben gelegen met Kipling's bewering over het Oosten en het Westen en altijd overweldigende bewijzen hebben gehad, dat in de Paramount organisatie "de tweetallen" elkaar altijd ontmoeten".

Nog een reisnotitie. Martin Rackin, ons Studio productiehoofd, en Russell Holman, productie hoofd voor het Oosten, zijn naar het buitenland geweest op zoek naar nieuwe onderwerpen en talenten, hetgeen veel goeds belooft voor het Paramount programma van 1962 en de daarop volgende jaren. Zij hebben nieuws mee teruggebracht dat, als het op de juiste wijze wordt uitgebracht, verdriet zal doen aan onze oonourrenten, maar vreugde zal geven aan onze leden.

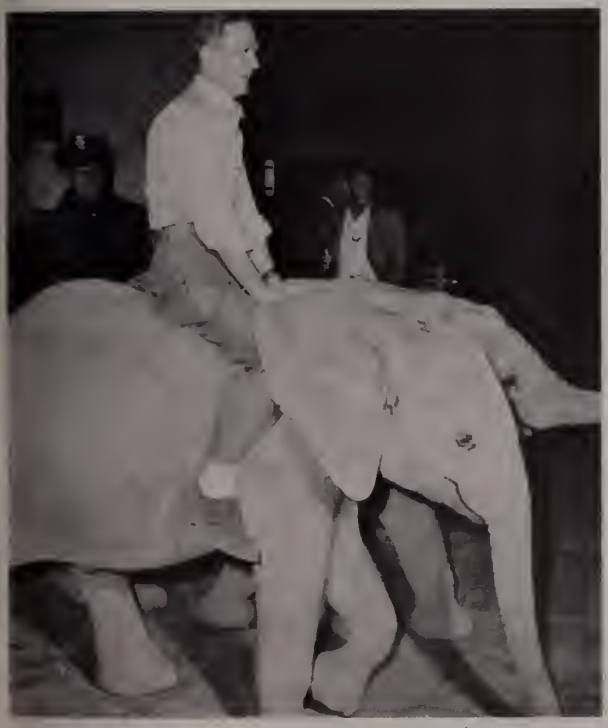
AFRICAN ANIMALS MAKE SPECTATORS OF HUMANS IN COLORFUL "HATARI" STUDIO PARTY

* * * * * * * *

The return of the "Hatari!" production unit to the Hollywood studio after many months of shooting in Africa was marked by one of the most unusual receptions in the film city's history. For the first time, animals were both guests and members of the "receiving line,"and the attending press really had a 'field day' from the news standpoint.



Elsa Martinelli's gracious gaiety with 'Tembo,' the baby elephant, keynoted the unique character of this most unusual Hollywood studio party. There is an innate sagacity attributed to elephants, but not even the wise parents of "Tembo" could have imagined a year ago that their child was destined for a star-studded film career in a far distant place called Hollywood.



Red Buttons lost no time in turning the very friendly and cooperative "Tembo" into an elephan-taxi - with no charges for trunks.



Paramount's general manager in India, K.S.Vaidyanathan, was certainly in his element as he fortuitously timed his studio visit to coincide with this 'jungle jamboree.' He was able to tell producer-director Howard Hawks that, having seen a lot of the film's footage, the thrilling "Hatari!" would be a massive success in his territory.



Hardy Kruger brought as his "very special guest" an attractive three-year-old cheetah named "Sonia," who seemed to require a spot of handling. (That's producer-director Howard Hawks in the background).

And then "Tembo" joined Elsa Martinelli and John Wayne for a spot of elephan-tea.







Howard Hawks with Michele Giradon and her very unusual and interesting little friend, a hyrax named "Croaky."

Bruce Cabot's "party friend" was a wise and pensive baboon named "Kees."



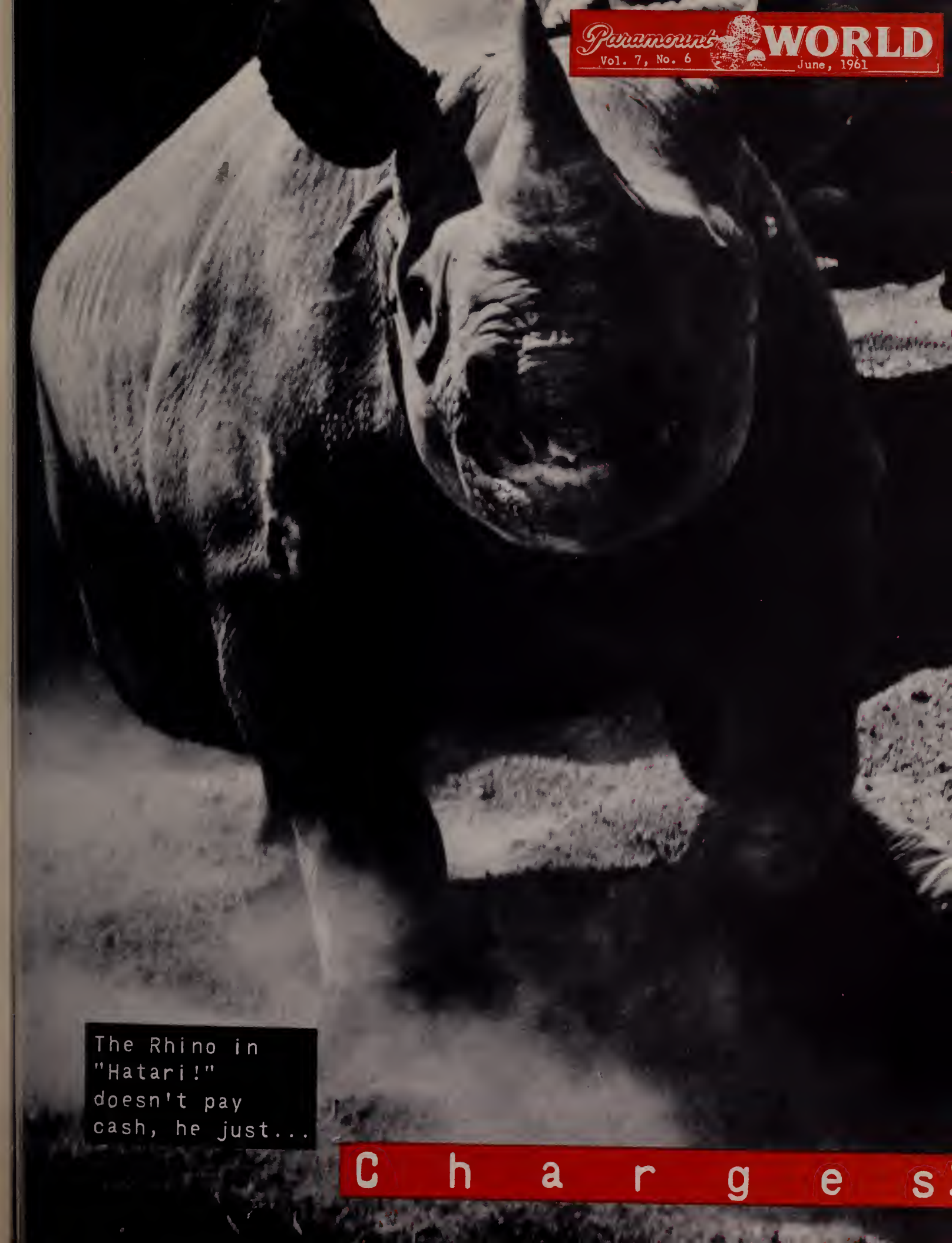
This is Showmanship Plus --an authentic Chinese junk sailing the water-ways of Stockholm, Sweden, in the interests of "Kärlek i Hong Kong"...otherwise known as "The World of Suzie Wong."


..a story as explosive
as a sudden
descent into
Hell!



This
Trade Mark
is Proudly
Displayed
on a Great,
G r e a t
Motion
Picture ---
"ONE-EYED
JACKS" *****

Paramount WORLD
Vol. 7, No. 6 June, 1961



The Rhino in "Hatari!" doesn't pay cash, he just...

C h a r g e s

A MIGHTY PICTURE GETS ROLLING AROUND THE WORLD

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Vol. 7, No. 6 June, 1961

ALBERT DEANE, Editor

LONDON ENTHRALLED AND EXCITED BY SPELL OF "ONE-EYED JACKS"



LONDON - The Plaza glowed, the notables swept up to the marquee usually reserved for performances under royal patronage, and the great and wonderful public blocked the streets for blocks around as "One-Eyed Jacks" started an era of world conquest as one of the outstanding adventure epics of the decade.

"One-Eyed Jacks" had its first premiere outside of the United States in London June 15th. It caught the public fancy instantly, and as we go to press the Marlon Brando starring film is a huge success at the Plaza Theatre. Below is the first of many cables to New York from Russell W. Hadley, Jr., assistant managing director in London, and specifically in charge of the merchandising of "One-Eyed Jacks" in the United Kingdom:

EUROPEAN PREMIERE "ONE-EYED JACKS" LAST EVENING LONDON PLAZA BRILLIANT SUCCESS. AUDIENCE REPRESENTING EVERY SECTION OF PUBLIC WAS COMPLETELY ENTHRALLED BY TENSE UNFOLDING OF STORY, SUPERB ACTING AND MAGNIFICENT COLOUR AND SETTINGS AS EVIDENCED BY SPONTANEOUS APPLAUSE DURING AND AT CONCLUSION OF PERFORMANCE STOP CONFIDENT THIS GREAT FILM WILL JUSTIFY EVERYONES EXPECTATIONS ON UNITED KINGDOM PLAYOFF. WORD OF MOUTH ADVERTISING WILL BE TERRIFIC.

HADLEY





At the Plaza premiere, Baroness Ravensdale is welcomed by Russell W. Hadley, Jr.

######



TOP RIGHT

Managing Director F.E.Hutchinson with Lady Audley.

RIGHT

Baron de Rothschile, Lord and Lady Mancroft and Baroness de Rothschile at the "One-Eyed Jacks" Plaza premiere.

The Cover....

This is the nerve-rasping stuff of which "Hatari!" is made. The super-thrilling Howard Hawks production is packed with it.

Photo was made by Susan Greenberg, special camera-woman engaged for the film. She not only got the picture - she lived to develop it.

ADDITIONAL NEWS OF THE SPECTACULAR LONDON PREMIERE OF ONE-EYED JACKS WILL BE FOUND ON p.32.

Appointed Chairman of the Executive Committee.....



Edwin L. Weisl, a partner of Simpson, Thacher & Bartlett and for 20 years a director of Paramount Pictures Corporation, has been elected chairman of the executive committee of Paramount, succeeding Stanton Griffis.

Mr. Weisl served for the past three years as chief counsel for the Johnson Preparedness Committee of the U.S.Senate. He is a director of the One William Street Fund, Union and American News Co., and the U.S.Vitamin Corp. He is also a trustee of New York Law School and a director of the School of General Studies, Columbia University.

Mr. Griffis, who served as chairman of Paramount's executive committee for 25 years, will continue as a director and member of the executive committee.

PARAMOUNT STOCKHOLDERS LEARN OF COMPANY STATURE AT INTERESTING ANNUAL MEETING



Tuesday June 6th, in the New York home office, Paramount President Barney Balaban delivered a most interesting and incisive report to the company's stockholders at the annual meeting. He was accompanied on the dais solely by Edwin L. Weisl, newly elected Chairman of the Executive Committee.

Marking a quarter of a century as president of Paramount Pictures, Mr. Balaban reported to the stockholders that during the past 25 years "the changes in the scope of our operations have been tremendous."

Chromatic Color Tube, Telemeter, Autometric Corporation, KTLA were some of the operational phases reported on in addition to film production and distribution activities.



Vice-president Paul Raibourn speaking to the Paramount Pictures Corporation stockholders at the annual meeting on June 6th during the demonstration of the Laurence Chromatic Color Tube. TV receiver in centre is for black and white; side receivers contain Chromatic tubes and show simultaneously with black and white tube the same subject in glowing natural colors. Chromatic tube can also receive same picture in black and white with same picture quality as top black and white receiver.

Elected a Director

PAUL E. MANHEIM

Paul E. Manheim, a partner of Lehman Brothers, has been elected a director of Paramount Pictures Corporation.

Mr. Manheim is a director of Western Union Telegraph Co., Ekco Products Co., Security Title Insurance Co., One William Street Fund and the Lehman Corporation.



THE Film DAILY

PARA. TO STAY LOYAL TO FILMS

FULL CONFIDENCE IN FILMS, KLEIN

Ed Code and the Press

Warner Confidence Sparkles Jubilee

Fox Sheds Record 11 Pix for June Starts

Argentine TV Bill Put Off Until Fall

$1,673,000 9-Month Profit for Columbia

Chromatic Color Set Demanstrated by Para.

Page One of The Film Daily the following day, June 7th., proclaimed a very pertinent fact about the company which grew to world eminence on the merit of its films.

"Summer and Smoke" flash

On Wednesday, June 21, Hal Wallis' "Summer and Smoke" was screened at the studio for the important exhibitors operating first-run theatres in the Los Angeles area.

Thursday morning, 7 a.m. Los Angeles time, Neal East was on the phone to New York, calling Sidney G. Deneau, assistant general sales manager of Paramount Film Distributing Corp., to voice the bubbling, irrepressible enthusiasm of every exhibitor present. In Neal's words, "the enthusiasm was unprecedented, in that the exhibitors literally cheered the picture at its end. It was their unanimous feeling that Summer and Smoke is one of the greatest pictures ever produced by our studio, or any other studio."

When Neal returned to his office after the screening, he had a booking call from every exhibitor who had seen the picture.



BALTIMORE - Manager Larry Jacobs of the Charles Theatre rewards Mr. and Mrs. Charles Manger for jointly providing the 100,000th patron to attend showings of "The World of Suzie Wong". (Actual winner was undoubtedly Mrs. Manger, who would naturally precede her husband into the theatre). Their winnings included an air conditioner, a year's pass to all Fruchtman theatres, and a banquet for four at Jimmy Wu's New China Inn.



During the 24-week engagement of "The World of Suzie Wong" at the Charles Theatre, many interesting and beguiling advertisements were used in the Baltimore press. One such ad,when the paid admissions had touched the 66,274 mark, is shown above.



Another ad, tied in with Jimmy Wu's New China Inn, was virtually a free admission to the Charles, with the matter of a translation made very easy. (At the Inn itself, cards on tables indicated that waiters would provide free translations).

24-WEEK RUN AND 100,000 PATRONS CHARACTERIZE BALTIMORE ENGAGEMENT OF "WORLD OF SUZIE WONG"

TWENTYFOUR WEEKS AND ONE HUNDRED THOUSAND PATRONS - that was the sensational success won by "The World of Suzie Wong" at the Fruchtman Charles Theatre in Baltimore when the William Holden-Nancy Kwan romantic film closed its run on June 7th. At right is one of the newspaper advertisements appearing as the approach of the 100,000th patron came near. This ad was but one facet of a most comprehensive showmanship campaign put on for the picture by the Fruchtman Circuit, of which the Charles is one of the chief theatres.....It was a great piece of work, and the strongest evidence of this was to be found in what happened to "The World Of Suzie Wong" in Baltimore even after it had run 24 weeks in the Charles, and even after more than 100,000 persons had seen it. Let's have the story in the words of Paramount's Washington branch manager, Herb Gillis:



"Immediately after the termination of the 24-week engagement of SUZIE WONG at the Charles Theatre in Baltimore, we opened a 30-theatre and drive-in sub-run break.

"The grosses for the first 4 days are blockbusters, and our results will compare favorably with any sub-run break we have ever had on a Paramount picture.

"We had a co-op advertising campaign highlighted by newspaper ads which simply headlined 'Suzie Is Now Near You'."

Right Across Australia

"THE WORLD OF SUZIE WONG" is an Australian triumph in every respect, according to a cable received by Paramount International president James E. Perkins from Australia's managing director, Robert L. Graham. The triumph is a direct offshoot of the wonderful showmanship campaign that the Australian Paramounteers gave the Ray Stark production. News is as follows:

"SUZIE" WEEKEND RESULTS AS FOLLOWS: BARCLAY, MELBOURNE, SET ALL TIME OPENING RECORD INCLUDING "COMMANDMENTS." PICCADILLY PERTH ALL TIME OPENING RECORD AND BIGGEST ADVANCE BOOKING IN HISTORY THEATRE. MAJESTIC ADELAIDE ALL TIME OPENING RECORD. WINTERGARDEN BRISBANE BIGGEST SINCE "COMMANDMENTS." STRAND NEWCASTLE BIGGEST SINCE "COMMANDMENTS." SECOND WEEK AT PRINCE EDWARD SYDNEY WILL BEAT PREVIOUS ALL TIME FIRST WEEK RECORD FIGURE. WITH LOVE FROM SUZIE, REGARDS

- GRAHAM

SHOWMANSHIP SEMINAR PRECEDES HISTORIC LAUNCHING OF "THE LADIES' MAN" ON THE R. K. O. CIRCUIT

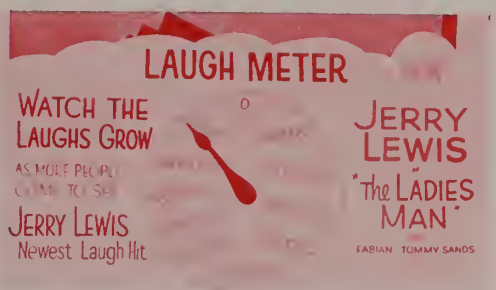
Film distribution history was made in the booking of Jerry Lewis' "The Ladies' Man" over the R.K.O. Circuit in New York. To implement this development, Paramount held a showmanship seminar in the head office projection room under the direction of Martin S. Davis, national director of advertising, publicity and exploitation. Jerome Pickman, general sales manager of Paramount Film Distributing Corp., opened the meeting, and Jerry Lewis, in person, attended the complete session and demonstrated his ready willingness to participate in every phase of the film's showmanship campaign.

Attendants at the seminar comprised all important members of R.K.O.'s advertising, publicity and showmanship departments.





Jerry Lewis sitting in with the RKO Theatres representatives at the showmanship seminar. With him is Martin Davis, Paramount's national director of advertising, publicity and exploitation.



One of the many showmanship devices on display was this Laugh Meter with a scale measuring the "Ladies' Man" laughs into the millions.



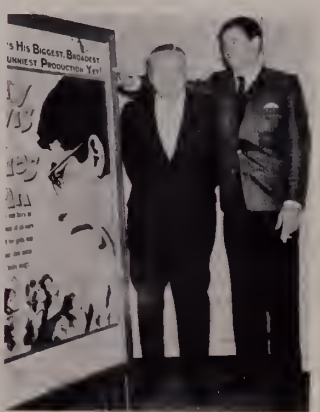
And here was a marquee suggestion taken right from an actual incident in the picture itself.



Charles Oelreich, RKO Theatres Division Manager, and Jerry Lewis. BELOW

Michael Edelstein, RKO Theatres Division Manager, and Jerry Lewis.

(More RKO executives with Jerry on Page 35).



LEFT. Effective cover of one of the most comprehensive showmanship portfolios we have ever seen. It encompasses the complete comprehensive campaign worked out between the Kroehler Furniture Company and Paramount Pictures. Kroehler furniture is used almost exclusively in "The Ladies' Man" and as a result Kroehler dealers everywhere are ever-ready to cooperate with Paramount field representatives, and with exhibitors showing "The Ladies' Man." Copies of the priceless showmanship portfolio have been sent to all Paramount field representatives.

NEWS AND PICTURES FROM THE NORTH AMERICAN BRANCHES...

The world's greatest need...is mutual confidence. No human being ever knows all the secrets of another's heart. Yet there is enough confidence between mother and child, husband and wife, buyer and seller.. to make social life a practical possibility. Confidence may be risky, but it is nothing like so risky as mistrust.
Arnold J.Toynbee



One of the many very effective showmanship devices on display at the showmanship seminar held for "The Ladies' Man" at Paramount head office in New York earlier this month and reported on Page 5.



This is Abner, star, hero, protagonist and just about everything else in the sparkling 2-reel short feature, "Abner the Baseball."
(See Page 15 for further details).

JACKSONVILLE Friday, May 19 ended employment at Paramount for Walter Mock. Walter began with Paramount in August of 1949, as assistant shipper. He later moved to the booking office as a contract clerk. At his resignation, Walter's position with Paramount was as salesman. It is with a great deal of sadness that we in Jacksonville acknowledge that Walter has left. He resigned to go into a field other than the motion picture business.

Spring has sprung in Jacksonville, and the weather is wonderful. The fish are biting, and the days are hot once again. We, in Jacksonville, are approaching the opening of "One-Eyed Jacks". We are approaching this event with a great deal of excitement, for we feel that Paramount has here, a motion picture destined to be great. Shortly afterwards "The Ladies' Man" will open in this territory, and we are, as always, expecting the greatest of Mr. Lewis. So far he has not failed us, and indications are, this one will surpass all previous performances. Film Row is still buzzing with the performance of "The World of Suzie Wong". This is a wonderful motion picture, and has certainly proved itself at the box office.

As PARAMOUNT WEEKS approach, we are realizing, more and more each day, the 100% cooperation we always receive from our exhibitors, in placing the Paramount Trademark on every screen in this territory during PARAMOUNT WEEKS. We expect to report, in the very near future that this has been accomplished in Jacksonville,

It would be unforgiveable to close our column without making mention of "The Pleasure Of His Company". This is one of the most delightful pictures we have ever seen, and promises to be one of the big grossers of this time.
-Herman Allen



Bobby Darin and Stella Stevens, as a pair of curious-about-life characters in "Too Late Blues," subject their romantic notions to the seamier side of Big City life - with results almost too explosive for them to cope with.

CINCINNATI May 14-15 we were honored with a visit from our Home Office executive and friend, Mr. E. C. DeBerry. Having been our branch manager a few years ago, it was a pleasure to again renew our association. The two days with Mr. DeBerry were filled with activity - going over Form 15's with the salesmen and bookers, conducting meetings, private conferences with Branch Manager Meier plus greeting and conferring with circuit heads and exhibitors.

On Saturday, April 29th we turned out in full force for the marriage of Booker Morris Hail to Miss Patricia Sanford at Trinity Episcopal Church in Covington, Kentucky. Morris and Pat are now ensconced in a lovely newly furnished apartment. Former employees have called in to report the arrival of the stork. Carol Fahrnbach, former branch manager's secretary, and Carole Harrison, former receptionist, each delivered a baby boy

Madge Crabtree, branch manager's secretary, surprised us when she arrived for work wearing a beautiful daimond ring. She is engaged to marry Mr. Robert Gwinners. No wedding date has been set.

Several dates have been coming in on "Conspiracy Of Hearts" "The Savage Innocents", and "Foxhole In Cairo" on the strength of the shortened running time. Exhibitors were all pleased with the revision.

Needless to say, all Drive-In operators share our enthusiasim for the beautiful sunny summer weather which has arrived at long last. With the line-up of product, plus action we are getting for Paramount Weeks, we are looking forward to a successful 1961 Drive-In season.

The Theatre Owners Circuit, a local buying and booking combine, came thru with ten sheets of short subject dates, totaling 250--many of them in Paramount Weeks!
-Lillian Ahern



To the nine lovely females here, Jerry Lewis is saying "Nein!" - or a word to that effect. In a sense the tableau symbolizes part of the theme of "The Ladies' Man," in which Jerry is called upon to spurn all devoted, dedicated - and determined - feminine sympathy. Until, of course, the breaking point (or perhaps it was a boiling point) is reached.

Anyway, it's all in good fun — good and plenty. If you don't laugh at this one, you're not all there! But you wish you were!

"Pleasure....."

MOTION PICTURE HERALD said

"The Pleasure of His Company" is such a diverting romp that it is sure to win the approval of the patrons and enrich the exhibitor who plays it. Set in San Francisco, the film is a series of comic situations and robust repartee that kept the preview audience laughing all the way.

THE SAGA OF PERLBERG AND SEATON!

The happy circumstance of their initials -- "P" for Perlberg and product; "S" for Seaton and success -- is proven over and over as one reviews the hits given the world's screen audiences by this pair of creators.

Just before departing for Europe to resume production on "The Counterfeit Traitor," Mr. Perlberg in New York spoke most constructively to the trade press on the eve of the premiere of "The Pleasure of His Company."



Before flying to Copenhagen, William Perlberg met the trade press in Paramount's board room in New York. He reconstructed the making of "The Pleasure of His Company," reported on the status of "The Counterfeit Traitor," and announced production plans in connection with the upcoming "Night Without End" and "The Hook." He also spoke of the unit's pride in having "The Pleasure of His Company" America's invitation film for the Berlin Festival. With him above, at left, is Martin Davis, Paramount's national director of advertising, publicity and exploitation; at right, James Denton, Perlberg-Seaton publicity manager.



NEW YORK - Prior to departing for Europe with partner George Seaton to resume filming of "The Counterfeit Traitor," producer William Perlberg conferred with Russell V. Downing, managing director of the Radio City Music Hall, at left. This was prior to the highly successful premiere of Perlberg-Seaton's "The Pleasure of His Company," which even now is delighting hundreds of thousands of New Yorkers, and millions of others through the multiple runs of the picture across the country.

RIGHT

William Holden and Lilli Palmer, co-starring in Perlberg-Seaton's "The Counterfeit Traitor," seem destined for Academy Award nominations.



NEW YORK - The queues at the radio City Music Hall for "The Pleasure of His Company" have been delightful --- delightfully long, delightfully calm, delightfully patient, and delightfully cooperative in passing along to friends the news that this Perlberg-Seaton production is a sheer delight.





CHICAGO - One of the finest pieces of showmanship registered anywhere in behalf of "The Pleasure of His Company" was this one right in the heart of the city, at State and Madison Streets, on one of the busiest corners in the world. This stunt, signalling the opening of the bridal season, had a model wearing the Debbie Reynolds dress, and a male model garbed in Gingiss top hat and cutaway. All four Chicago newspapers and WGN-TV covered the stunt, which was arranged jointly between the famous department store, Carson Pirie Scott & Co., Aaron D. Cushman and Associates, public relations; and Paramount. The stunt was tied in with a wonderful "Pleasure Of His Company" window display by Carson Pirie Scott & Co.



CAXIAS DO SUL, Brazil - This magnificently impressive front of the Guarany Theatre was one of the major reasons contributing to the breaking of all house records by the cinema when it showed the mighty Cecil B. DeMille production earlier this month.

Reporting the event, A. Stephen Clug, general manager for Brazil said: "We were able to utilize the impressive standees for 'The Ten Commandments' from one of our previous key city engagements, a practice which we follow whenever possible and thus have been able to give this smaller situation an unprecedented front-of-house display."

SYDNEY - "The Ten Commandments" is still ranging far and wide in Australia. And the film is still coming up with a wide variety of instances of attendances far exceeding the populations of towns setting these records.

One such recent instance occurred at Burrill Lakes, on New South Wales' south coast, where the population is 250. However, 924 persons saw the Cecil B. DeMille production - representing 370%.

Maybe You will win!

Charles P.Juroe, Paramount International's director of advertising and publicity, has alerted all territories on this poster contest at right. He has emphasized the restrictions and emphasized the limitations.

His letter hopes that a Paramount poster wins top prize, and naturally we voice that same hope.

But whatever the outcome we have a wealth of space reserved already for the reproduction of many of the outstanding Paramount entries.

"THE TEN COMMANDMENTS" CONTINUES TO DEMONSTRATE ENDURING GREATNESS

It is fitting indeed that the page of this magazine which has carried so much news about the wonderful and dignified showmanship that was associated with "The Ten Commandments," should carry the announcement of an international poster contest designed solely with our industry's progress in mind.

The attention of all publicists is directed to this announcement, and also to the special message at lower left of the page, written by Charles P. Juroe, in charge of international public relations.

Attention, Publicists!

1961 MOTION PICTURE POSTER DESIGN COMPETITION

Sponsored by

The International Film Relations Committee of the Motion Picture Association of America

ENTRIES: Posters to be eligible in this competition must be from original art prepared outside of the United States for films released by members of the Motion Picture Association in the U. S. as well as in other countries. Though the general theme of an American piece of art may be followed, a competing poster must be an original presentation. Each company may enter as many as six posters from one or more countries and from one or more pictures. The name of the artist should be included with the entry.

DATES: Posters prepared between January 1, 1961 and October 30, 1961 will be eligible. Posters should be submitted to each company's home office in New York before November 1, 1961. Following screening and selection at the home office, official entries should be deposited with the Motion Picture Association, 28 West 44th Street, New York 36, N. Y., attention: Taylor M. Mills....by November 1st, 1961.

SIZE OF POSTERS: The posters submitted as entries should be approximately the size of a one-sheet poster and not larger than 40" x 55." (101.6 x 130.7 cm)

JUDGES: A committee of three commercial artists, not associated with the motion picture industry -- i.e., J. Walter Thompson, McCann-Erickson and BBD&O, will select the winning entries.

PRIZES: The first prize will be a plaque and will be presented to the distributor located in the foreign country where the poster originated. The name of the artist will be included on the plaque. Certificates of Honorable Mention will be awarded to three additional posters selected by the judges.



"ALL IN A NIGHT'S WORK" IS GOOD NEWS TO BRITISH EXHIBITORS



LONDON - Whiteleys of Bayswater, one of London's top department stores, really went to town with towels in their extremely effective tie-up with the Plaza Theatre's hit film. Display was right within the store and included five scenes from the film. It was arranged by Tony Reddin's London showmanship department. Actually the display began as a window show for a week, then was transferred to a prominent spot in the store for 3 weeks.



BIRMINGHAM - When "All In A Night's Work" played the ABC Bristol Road a leading hairdressing establishment loaned a model who paraded on the stage following the trailer. Suitably clad in a fluorescent towel, she caused quite a stir!



LONDON - This vital 'bulkhead' spot in the London buses had never before been used by a film company. So Paramount took the spot in 1,000 of the renowned vehicles and brought word of "All In A Night's Work" to the attention of millions of bus travellers -- the same buses bringing vast flocks of Londoners to the Plaza to see the Hal Wallis hit comedy.

IN A NUTSHELL APPRAISAL of "All In A Night's Work" by London's Daily Cinema:

That darling girl, Shirley MacLaine, stamps this breezy comedy of errors with special brand of dizzy magic. Infallible co-star team and racy plot make it an excellent box-office proposition. With the two stars to bless it, it can't fail to catch the public's fancy.



LONDON - The picture was "All In a Night's Work," but lots of Londoners had to make it "All in a day's work" to get into the Plaza Theatre to see this highly successful Hal Wallis eye-winking comedy.

(Note that the queues stretch in both directions, and later make right angle turns, so that the camera shows only a fraction of the people seeking admission to the Plaza).



This is one of the turning points in the Plaza queue, looking towards the front of the theatre at left.



DUBLIN, Eire - The Atlas Furnishing Co. on Henry Street gave this effective window display for "The Greatest Show on Earth" when Cecil B.DeMille's film played the Capitol recently.

KIRGATE, Wakefield - The Willow Pattern Chinese Restaurant had a special "Suzie Wong" dish on the menu. Cheongsam-clad waitresses are shown trying to persuade customers to sample it.

Stunt was part of showmanship campaign of the Essoldo Circuit's Wakefield Playhouse.

ESTÃO CONÔSCO, MAIS UMA VEZ, OS DIAS DE INDISCUTIVEL ALTA PRODUÇÃO DA PARAMOUNT *******

Nestes últimas semanas temos apreciado muitos exemplos da supremacia da produção da Paramount e que nos deixaram cheios da mais poderosa confiança. Êsses exemplos provêm do novo padrão do produto que está fluindo do estúdio em resposta ao apêlo -- "dêem-nos boas películas e podemos mostrar-lhes altos apurados"!

One of the finest newspaper and magazine campaigns we have ever seen on a single picture has come in from Portugal. The picture: "It Started in Naples."



Sleek, slinky, svelte young woman of the city of New York - that's Audrey Hepburn in "Breakfast At Tiffany's."

Back in 1946, Fred Astaire, with a flourish, announced his "retirement" from the screen. Since then he has made a total of ten films - the tenth one being "The Pleasure of His Company."



BRASILIA, Brazil - Mr. Luis Severiano Ribeiro,Jr. (at left), one of the nation's foremost exhibitors, together with Paramount's general manager for Brazil, A. Stephen Clug, receiving the former Mayor of Brasilia and Mrs. Israel Pinheiro at the avant-garde premiere of "Psycho" in the Brasilia Theatre.

Uma dessas demonstrações proveio da recente exibição em privado do soberbo drama Hal Hallia denominado "Summer and Smoke", no qual temos os artistas Laurence Harvey e Geraldine Page como principais do elenco. Há meses que recebemos as mais calorosas afirmações de que esta fita veria provar ser o melhor drama de Mr. Wallis, de tôda a sua longa lista de realizações. Pois a exibição respectiva, feita a 29 do passado,provou que a informação não fôra exagerada.

Mais ainda, como prova da versatilidade de Mr. Wallis, temos dêle "Blue Hawaii",que não só nos mostra Elvis Presley na sua melhor forma e grande interpretação, cantando 13 canções, como ostenta o fundo pictórico estupendo da esplêndida ilha do Pacífico, que é uma festa para os apreciadores das lindas paisagens. Vindo em seguimento à popular comédia "Saudades de um Pracinha", essa nova fita de Presley será capaz de bater novos récordes de bilheteria.

Os nossos bons amigos William Perlberg e George Seaton, estão agora de barabens. O motivo disso são os aplausos recebidos pela exibição em privado da sua esplêndida comédia "Papai Boa-Vida" e logo sua apresentação no tão disputado Radio City de Nova York e subsequentemente em centenas de cinemas por todo o país... E depois, os mesmo produtores de "supers" continuam na Suécia e Dinamarca obtendo mais côr local e mais animação para a sua comédia "Falso Traidor" cuja exibição está escalada, com altos augúrios para o ano de 1962.



SANTIAGO, Chile - Scene in the lobby of the Rex Theatre as important RCA-Victor executives assembled for a special screening of Elvis Presley's "G. I. Blues." From left: Alfredo Patiño, Paramount publicity manager; Paramount manager Juan Laupheimer; Herbert Neumann, manager of the RCA-Victor record division; Miguel Pincheira, manager of the Rex; Luis Azúa, publicity manager of RCA-Victor.

With Victor's cooperation, 15 store windows were secured to feature the film's long-play album, which went on sale 4 weeks before the picture's opening. An instant hit was Presley's singing of "Wooden Heart," which promptly saturated the radio waves, proving to be one of the greatest song hits in years.

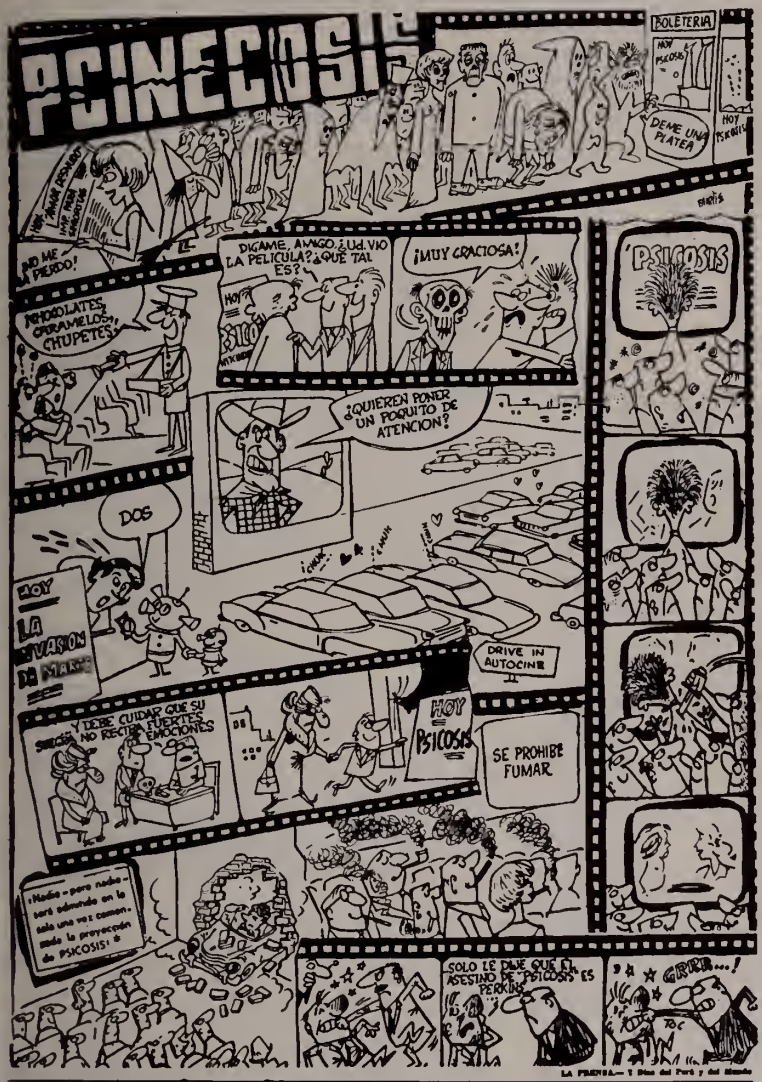
Baseados no próximo êxito da produção Steve Parker "My Geisha", com Shirley MacLaine no papel da protagonista, já se vão ultimando os contratos da Sachiko Productions de Mr. Parker com a Paramount Pictures Corporation para a filmação de várias fitas nos próximos cinco anos nos Estados Unidos e no Japão. Êste plano servirá, como se vê, para aumentar o programa de destribuição de produções pela nossa marca em imediato futuro, dando-lhe também mais prestígio.

A primeira prova de grande êxito,obtida fora dos Estados Unidos pelo belo filme de Marlon Brando, "A Face Oculta", teve lugar a 16 de Junho, no Plaza Teathre de Londres. Na nossa próxima edição daremos uma reportagem sôbre êsse e outros eventos importantes do mês. E em meiados de Julho haverá em Tóquio a estréia de gala do mesmo grandioso trabalho de Mr. Brando. Em devido tempo daremos disso uma notícia completa.

As novas chegadas de Hollywood incluem personalidades e feitos em tôrno do novo produto e sua marcha de execução. Por examplo, em associação com Yul Brynner veremos o jovem ator-- Sal Mineo na produção "Appointment in Zahrain", uma brilhante história de aventura. Aquela outra aventura dramática, "Hatari!", que Howard Hawks está filmando para as delícias do grande publico mundial, inclui uma jovem artista de quem se pode esperar um belo futuro: trata-se de Michele Girardon, possuidora de uma personalidade esplendente de que a téla sempre precisa. E podemos nos regozijar com o fato de que ela já firmou contrato de 7 anos com a Paramount. E por falar em contrato, o resultado de sua produção "Too Late Blues" foi tão positivo, que o produtor-diretor John Cassavets teve o seu contrato renovado por espaço de 5 anos. Podemos, portanto, esperar dêle um grande número de bons films.

Já estamos aptos de anunciar com prazer que o filme de Danny Kaye "On the Double" está fazendo as delícias de milhões de espectadores na primeira linha de exibição nos Estados Unidos e breve êsse sucesso se repetirá no estrangeiro.

CINEMA EVENTS OF TOP LATIN AMERICAN IMPORTANCE



BELOW

SANTIAGO, Chile - The Rex Theatre gave wide postering of the stars of "The Jayhawkers" as a couple of 'wanted' desperadoes. Shown below are a couple of examples, with the stars shown as their character names rather than their real ones.

LIMA, Peru - No other film in history ever won the tribute from the eminent newspaper, La Prensa, that Alfred Hitchcock's "Psycho" won with this full page of cartoons. Readers who know Spanish are in for a whale of a lot of entertainment with this comedy spread - which of course helped business on the picture tremendously at the Tacna and Pacifico Theatres. (Cartoon appeared in the newspaper's issue of May 14th).







BRASILIA, Brazil - Lobby of the magnificent new Cinema Brasilia in the nation's new capital the night of the avant-garde premiere of Alfred Hitchcock's "Psycho." Present was one of the most brilliant political, social and business gatherings ever to greet a new motion picture.



BRASILIA - Prominent attendees at the "Psycho" premiere were Deputy and Mrs. Fernando Ferrari(one of the most powerful political names in Brazil) Deputy Ferrari is being welcomed by Harvey Stone, MPEA representative in Brazil. In centre are: A. Stephen Clug, Paramount general manager in Brazil (left), and Mr. Luis Severiano Ribeiro Jr.,one of Brazil's foremost exhibitors.



VALPARAISO, Chile - An effective use is made of 24-sheet posters across the front of the theatre by the Valparaiso Theatre. Feature involved in this piece of showmanship was Paramount's outdoor thriller, "The Jayhawkers."

NOUS SOMMES REVENUS AUX JOURS DES GRANDES PRODUCTIONS PARAMOUNT

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Au cours des dernières semaines, nous avons eu de nombreux exemples de la suprématie de Paramount, ce qui nous comble de la plus merveilleuse confiance. Ces exemples ont été fournis par la qualité de la production provenant de notre Studio, laquelle répond au long appel "donnez-nous une grande production et nous vous donnerons de grands résultats".

Jerry Lewis does impersonations of Charlie Chaplin, Groucho Marx and Al Jolson in "The Ladies' Man.

The stars are impersonated by Lewis as he puts on a one-man show for the 31 beautiful guests of a Hollywood boarding house for women.



PARIS - Queues are news - always. And this head of a queue assembled at the Paramount to see "Under Ten Flags" is one of the longest and densest in weeks.



You try your hand at captioning what George Peppard wishes he could say to Audrey Hepburn in this cute scene from the fascinating "Breakfast at Tiffany's."

When a man sits with a pretty girl for an hour, it seems like a minute. But let him sit on a hot stove for a minute - and it's longer than any hour. That's relativity.

Albert Einstein

Une telle démonstration a été faite par la projection du drame superbe de Hal Wallis, SUMMER AND SMOKE, dont les vedettes sont Laurence Harvey et Geraldine Page. Pendant des mois on nous avait dit que ce film se révèlerait le meilleur drame que Mr. Wallis ait jamais produit, et la projection suivante, le 29 Mai, a prouvé que cette prophétie était en tous points exacte.

Puis, comme nouvelle preuve de sa versatilité, Mr. Wallis nous a donné BLUE HAWAII, qui, non seulement nous présente Elvis Presley dans sa meilleure forme, chantant I3 chansons, mais également nous montre Hawaii sous son plus bel aspect, comme aucun autre film ne l'a jamais fait. Venant immédiatement après les recettes magnifiques réalisées par CAFE EUROPA EN UNIFORME (G.I.BLUES), ce nouveau film de Presley est assuré de pulvériser tous les records.

Nos très bons amis, William Perlberg et George Seaton, ont toutes raisons d'être fiers ces jours-ci. Leur charmante comédie THE PLEASURE OF HIS COMPANY est un succès assuré au Radio City Music Hall à New York, et dans des centaines d'autres excellents cinémas à travers l'Amérique. Ces deux faiseurs de succès sont eux-mêmes dans les belles contrées de Suède et du Danemark, ajoutant encore plus d'émotions et de couleur à leur film TRAHISON SUR COMMANDE, le film le plus saisissant, destiné à se classer comme l'un des plus grands succès de I962.

Largement basés sur le résultat excellent de la production de Steve Parker, MY GEISHA, avec Shirley MacLaine, des projets se sont concrétisés pour les Productions Sachiko de Mr. Parker, et Paramount Pictures Corporation, en vue de réaliser ensemble plusieurs films prévus au cours des cinq prochaines années, aux Etats-Unis et au Japon. Ces projets sont destinés à ajouter encore plus de saveur internationale à la magnifique lignée de productions dont la sortie est prévue par Paramount dans les toutes prochaines années.

JERRY LEWIS portrays "The Ladies Man" through history in a 4-page, full-color pictorial essay in the May 9th issue of Look Magazine.

Inspired by Lewis' production of "The Ladies Man" for Paramount release, the Look feature pictures the comedian as Casanova, Henry the Eighth, Napoleon, Valentino and other figures who have made women's hearts flutter through the ages. Lewis also wrote the captions accompanying the photographs.

Le premier choc de Marlon Brando dans VENGEANCE AUX DEUX VISAGES, à être ressenti au dehors des Etats-Unis, s'est produit le I5 Juin au Plaza Theatre de Londres. Nous aurons le mois prochain, le rapport sur cet évènement très important. Et le mois prochain vers le milieu de Juillet, aura lieu à Tokyo la première de VENGEANCE AUX DEUX VISAGES dont le rapport suivra plus tard.

Les nouvelles de Hollywood ayant trait aux personnalités, démontrent également l'attraction grandissante de la nouvelle production. Le jeune Sal Mineo accompagne Yul Brynner dans la réalisation de APPOINTMENT IN ZAHRAIN pour en faire un film de grande aventure. Et le film remarquable que Howard Hawks offrira pour l'enchantement du monde, HATARI, a également révélé une jeune actrice que nous reverrons souvent dans le proche avenir. C'est Michèle Girardon, et elle a une personnalité délicieuse dont l'écran a toujours besoin. Et elle a signé un contrat de sept ans avec Paramount. Et parlant de contrats, le résultat de la production TOO LATE BLUES de John Cassavetes a révélé un tel succès, qu'il a été retenu par Paramount pour une période de cinq années, en qualité de producteur-metteur en scène. Nous devons donc attendre un nombre de films remarquables du fait de cette décision.

Et finalement, c'est un grand plaisir de pouvoir annoncer qu'actuellement, le film de Danny Kaye, LA DOUBLURE DU GENERAL (ON THE DOUBLE), enchante des millions de spectateurs d'un bout à l'autre des Etats-Unis. C'est une fameuse comédie et un fameux comédien!



Audrey Hepburn is fashionable as well as cute and frolicksome in her very appealing role as Holly Golightly in "Breakfast At Tiffany's."

This is one of the creations she wears in the picture.

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NEWS SHOTS OF INTEREST FROM EUROPE



COLOGNE, Germany - "The World of Suzie Wong" has been aided in this country by an imaginative and comprehensive showmanship campaign. Here the Gloria Theatre of Cologne has shown fine taste in this lobby display.



ALCAMO, Sicily - Exhibitor Francesco Pugliesi, shown here in the lobby of his Esperia Theatre, is very proud of the major success that Alfred Hitchcock's "Psycho" scored there, largely because his own hard work, initiative and enterprise contfibuted so much to the success.



Here is another view of the lobby of Exhibitor Pugliesi's Esperia Theatre, with all of the evidence needed to convince the picturegoers of Alcamo that "Psycho" was a picture they must not miss, and also that they positively had to see it from the beginning.





PARIS - Two examples of very fine postering for "Under Ten Flags," which premiered at 5 first-release houses. This one was a painted canvas on the Rue Royale. TOP RIGHT

A 20-square-meter panel for the picture at the entrance to Paramount headquarters in the Paramount Theatre.

(These examples most interesting in the light of Page 8 announcement).



CAIRO, Egypt - The pyramid-size cut-out vogue continues as a part of the Cinema Radio's showmanship here, and most effectively, too. This one is of course for Elvis Presley's "G. I.Blues" - a real Cairo hit.



BASLE, Switzerland - The Rex here had such a beautiful front-of-theatre display for Paramount's "Blood and Roses" that the exhibitor had it photographed in color. We reproduce two of the shots above, and only wish that you could see them in color. Shown with the feature was the very striking short, "Vadim 61."



IN SPAIN - the lines lie mainly in front of the theatres showing Paramount pictures in general, and "Psycho" and "Last Train From Gun Hill" in particular. ABOVE, the scene is Barcelona and the theatre is the Cine Comedia, showing Hal Wallis' mighty "Last Train From Gun Hill." BELOW, the line leads to the box-office of the Lope de Vega Cinema, with "Psycho" the irresistible attraction.



COLOURFUL NEWS FROM AUSTRALIA, NEW ZEALAND



SYDNEY - The multi-phased showmanship applied to "The World of Suzie Wong" throughout Australia by publicity and advertising director Alan Wardrope, included a 'Suzie Wong' fashion show at Farmer's, one of the world's foremost department stores. Show was staged at peak-hour luncheon time, with a Hongkong sampan setting, and used three models and a charming female compere, all of whom wore cheongsams. In the scene above, Jan Purcell is modelling, while compere Valerie Cooney, at right, describes the winter cheongsam, and makes various references to the picture, currently at the Prince Edward Theatre.

(In the audience, left centre with arms folded, is Sydney office staff member Sandra Allen, who was Miss Paramount at this year's Movie Ball).



SYDNEY - Paramount's complimentary luncheon in the Hotel Australia honoring retiring Greater Union Theatres officials, Edward R. Lane and Roy Barmby. (Last month we pictured the cute 'Suzie Wong' invitation to this function). Shown clockwise from front centre: Herb Hayward, assistant to chairman and managing director Norman B. Rydge; Roy Barmby; Robert L. Graham, Paramount managing director; Edward F. Lane; Jack Edwards, Paramount's Perth branch manager who was visiting Sydney; Keith Mormon, secretray of Greater Union; James A. Sixsmith, Paramount secretary-treasurer; Norman B. Rydge, chairman and managing director, Greater Union Theatres; George Nacard, Paramount's general sales manager; Bill Tinkler, Joe McGelligott and Horrie Nagel, all Greater Union officials.



HOLLYWOOD - The superb 8-page "Psycho" supplement of the Auckland (New Zealand) "Star" is read with deep interest by Alfred Hitchcock. This was one of the most comprehensive and effective showmanship supplements we have ever seen, being filled with worthwhile advertiser contests inviting reader participation. It certainly reflected enormous credit on the publicists of the Kerridge Odeon Circuit responsible for it.

There is such a vast barrage of news from Australia about "Suzie Wong" that we are holding a lot over for use next month. This is one of the heaviest success films Australia has had in years.



ADELAIDE - Eminent group in the foyer of the Majestic the evening of June 2nd when "The World of Suzie Wong" premiered in aid of the Heart Fund. L to R: Charles (Chic) Arnold, director of theatres and publicity, Majestic Theatre; R. S. Turner, chairman, National Heart Appeal; Robert L.Graham, Paramount managing director; Mrs. Turner; Harry Wren, governing director, Celebrity Theatres Ltd.; Mrs.D.Williams; D.P.Williams, vice chairman of the National Heart Appeal; Sir Arthur Barret, president of the Heart Campaign in S.Australia.



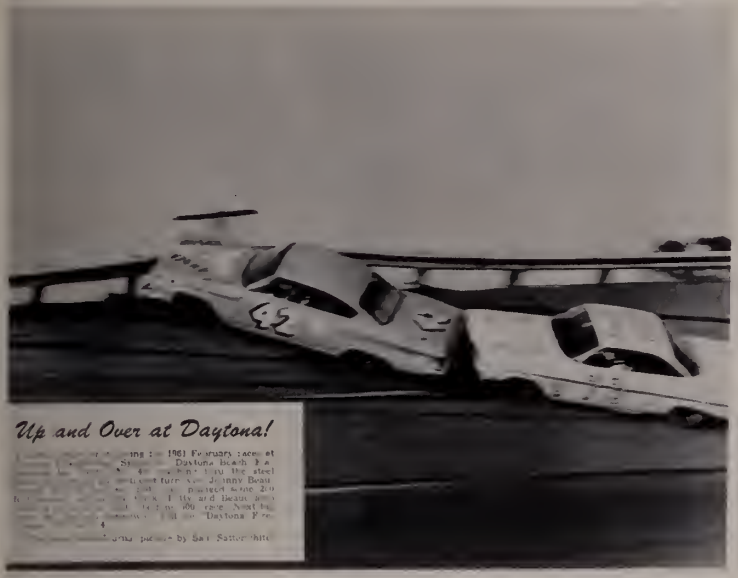
SYDNEY - Guests of honour and their host at Paramount's complimentary luncheon to two Greater Union Theatres officials. L to R: Edward F.Lane, director of advertising and publicity, retiring after 40 years of service; Robert L.Graham, Paramount managing director; Roy Barmby, booking director, also rounding out 40 years' service.



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SYDNEY - Cheongsam-clad usherettes of the Prince Edward Theatre during the engagement of "The World of Suzie Wong" gave that celebrated cinema a touch that helped bring record-breaking business to the house during the run of the William Holden-Nancy Kwan romance of the Orient.

PARAMOUNT SHORTS ARE COMPLETELY DIVERSIFIED



This scene of an actual crash during one of the top 1961 races at Daytona (Florida) International Speedway was caught by the film cameras for Paramount's thrilling short feature, SPEEDWAY.

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NEW YORK - Firm evidence of the appeal-power of Paramount's 2-reeler, "Lifeline To Hongkong" is found in this directory advertisement by Loew's Theatres for "One-Eyed Jacks."

Upcoming in Paramount's short features production schedule is an entrancing color subject filmed in, on and under Australia's 8th Wonder of the World - "The Great Barrier Reef." Further details later.



"Abner the Baseball" Is a Classic Cartoon Comedy Gem



Here at left we have 'Abner,' hero of this 2-reel comedy cartoon classic. As you can see, 'Abner' is actually a baseball - a globelike character who lives and flies and suffers and is buffeted as only a major league baseball can be. Our two-reel picture is, therefore (and in color) the story of the great sport of baseball as seen through the eyes of the one character inhabiting the sport in its every phase - the baseball itself (in this case, 'himself').

Abner is quite a character, as colorful in speech as he is in sports activity, and his dramatic, passionate, bewildered, exalted, frustrated and triumphant account of the things that happen to him in the course of a major league game makes for exciting entertainment for any audience in every area of the world where the baseball diamond is the sportsman's (and sportswoman's) best friend.

Short Features Digest

- And very digestible it is, too...Especially the glee with which everybody has hailed "Abner the Baseball." The people who count in such matters have gone for this great novelty 2-reeler in a World's Series kind of way....Enthusiasm is hefty, too, for "Springtime In Scandinavia," filmed in glorious Technicolor in Sweden, Denmark, Norway and Finland, to be released in two thrill-packed reels within a couple of months....Early in July, filming will start at Saratoga, New York, on "Fireaway," a 2-reel special on a trotter to be made by the man who made "Boats-A'-Poppin" and the delightful "Porpoise Posse".....Being filmed in Australia right now, on the nation's wonder reef, is a special reel entitled "The Great Barrier Reef," a Technicolor-glowing film of one of the world's most unforgettable wonders .....Newest of the Sports Illustrated reels to go into production is one with a Mexican setting currently being filmed at Acapulco, and entitled "World Champion Divers" .....Coming up on the production schedule are a film depicting the fabulous workings, and the importance, of the New York "Stock Exchange"; and the musical two-reeler with a West Indies locale, "Caribbean Rhythm," with music and dances as modern as the latest minute...And also on the production schedule is a thrilling subject dealing with "Wisconsin Hunting," showing some of the little known thrills to be had in the U.S. with gun and camera.....Then, too, there is the Cliff Arquette subject (Jack Paar character) and the entrancing set of native characters Cliff has made nationally popular.....In addition to all of which, there will be the regular series of 20 theatrical cartoons.....The sum total of all of these notes being the happy fact that Short Subjects business is upbeat, the revenue from same is upbeat, and the long-range fact is that we are continuing to build a priceless library of invaluable cartoon material for the entertainment benefit of many generations yet to come.

Even the New York branch news column on Page 38 reports an upbeat in business with sparkling Paramount Short Subjects.

SONO TORNATI I BEI TEMPI DEI GRANDI FILM PARAMOUNT

In queste ultime settimane abbiamo avuto parecchie prove di quella che potremmo chiamare la supremazia della nostra Marca, ciò che naturalmente non fa che accrescere il nostro senso di fiducia. Quando diciamo prove ci riferiamo al calibro della nuova produzione che sta man mano uscendo dal nostro Studio in risposta all'insistente richiesta di "buoni film per buoni risultati."

Sal Mineo, rising young screen actor who was nominated for an Academy Award for his performance in "Exodus," will co-star with Yul Brynner in "Appointment In Zahrain, which goes into production this month under the direction of Ronald Neame.

Mineo will portray an Arab student and freedom fighter in the film, set in an oil-rich land of the Middle East.



A standee of Jerry Lewis for use in connection with "The Ladies' Man." It is a little bit different from the one of Shirley MacLaine ("All In A Night's Work") - this one has no towel.



TURIN - Even without people in the foreground this is surely one of the most effective displays yet produced anywhere in the world for "The World of Suzie Wong." The setting, of course, is provided by the celebrated Cinema Lux; and don't overlook those 4 long Chinese banners and Chinese lanterns at both sides.

Tra i nostri nuovi buoni film possiamo subito annoverare SUMMER AND SMOKE di Hal Wallis, il magnifico dramma affidato all'insuperabile interpretazione di Laurence Harvey e Geraldine Page. Sapevamo da mesi che questo lavoro sarebbe stato una delle più belle pellicole prodotte ancora da Wallis, ed ora dopo aver assistito alla sua prima proiezione il 28 Maggio scorso, vi confermiamo che non c'è discussione in proposito.

Ad ulteriore prova della sua versatilità, lo stesso produttore Wallis ci ha poi dato BLUE HAWAII che ha il dono non solo di presentare Elvis Presley in un ruolo simpatico che gli dà occasione di cantare ben 13 canzoni, ma anche di darci la più bella visione panoramica delle rinomate Hawaii che lo schermo ci abbia mai offerto. Ed è una fortuna che questo film ci arrivi subito dopo il bel successo del precedente lavoro di Presley, G.I.BLUES, perchè così potrete pure contare su incassi record.

I nostri ottimi amici William Perlberg e George Seaton hanno proprio di che andare orgogliosi questi giorni. La loro graziosissima commedia THE PLEASURE OF HIS COMPANY sta riscuotendo immenso successo sia al Music Hall di New York che in centinaia di altri cinematografi di lusso in tutti gli Stati Uniti. Questi due abili produttori si trovano attualmente in Svezia e Danimarca dove si sono appositamente recati per completare qualche ultima scena dell'altro loro nuovo film, THE COUNTERFEIT TRAITOR, destinato ad essere una delle grandi attrazioni dello schermo del 1962.

Dato il felice esito del primo film di Steve Parker per noi, cioè MY GEISHA con Shirley MacLaine, la Sachiko Productions di Mr. Parker e la Paramount Pictures Corporation hanno concluso un accordo di massima per la co-produzione di diverse pellicole cinematografiche da effettuarsi, sia negli Stati Uniti che in Giappone, entro i prossimi cinque anni. E' ovvio che un accordo del genere non può che portare ad un'intensificazione del carattere internazionale della magnifica lista di produzioni che la Paramount ha in programma di esplatamento per gli anni prossimi venturi.

La prima presentazione all'estero di Marlon Brando in ONE-EYED JACKS ha avuto luogo al Plaza di Londra il 15 Giugno. Nel nostro prossimo numero non mancheremo darvi dettagli di questo importante evento. Altre prossime premiere di ONE-EYED JACKS sarà quella di Tokyo, verso la metà di Luglio, e di questa pure vi trasmetteremo a suo tempo tutte le notizie che vi interesseno.

Anche in tema di elementi artistici, il nostro Studio ci segnala delle novità che renderanno ancora più interessante le nostre nuove produzione. Così, per esempio, già sappiamo che a fianco di Yul Brynner in APPOINTMENT IN ZAHRAIN avremo Sal Mineo, il giovane astro che si è già fatto un nome dappertutto; e che lo splendido film d'avventura HATARI magistralmente realizzato da Howard Hawke ci ha procurato una giovane diva destinata a farsi grande strada. Si tratta di Michele Girardon che è il tipo ideale di attrice cinematografica e che ha recentemente firmato un contratto di 7 anni con la Paramount. A proposito di contratti, TOO LATE BLUES è riuscito così bene che la nostra Casa ha scritturato John Cassavetes come produttore-regista per un periodo di cinque anni.

E finalmente, prima di chiudere questa nostra colonna, siamo lieti di potervi dire che ON THE DOUBLE di Danny Kaye sta deliziando milioni di persone in tutti gli Stati Uniti. E' una grande commedia interpretata da un grande attore!

THE BLUE GROTTO OF CAPRI NOW HAS A VERY SERIOUS RIVAL IN THE "BLUE HAWAII" OF HAL WALLIS....BOTH ARE GORGEOUS, AND BOTH WILL THRILL THE WORLD FOR A LONG TIME TO COME.



What Elvis Presley is saying here to Joan Blackman, they make come true in "Blue Hawaii."

Good leadership is the act of management, and when it is applied to a corporation or any group adventure, whether military, social or religious, it calls for more risk than prudence, more understanding than tact, more principle than expediency.
A.M.Sullivan



One of the many very effective impersonations done by Jerry Lewis in "The Ladies' Man" is of the unforgettable Al Jolson singing "Mammy."



John Wayne, starring in Howard Hawks' thrilling "Hatari!," recently revealed that his famous nickname,"Duke," belonged to a dog.

Duke, a massive airedale, always accompanied young Wayne to school, so that people not knowing the boy's name got into the habit of calling him "Little Duke." When Wayne reached 6'4" the "Little" was dropped.



JAMES STEWART, who will co-star with John Wayne in John Ford's Paramount production of "The Man Who Shot Liberty Vallance." Picture is scheduled to start 'shooting' in August.



This is the sleeve of the 45 rpm record by the youthful Fabian of the song featured by a singing group in "Love In A Goldfish Bowl," which also co-stars Fabian with Tommy Sands and Toby Michaels.

BRANCH NEWS, from Page 6

JACKSONVILLE What's the wood word!! Get those PARAMOUNT WEEK dates; and that is what we, at the Jacksonville Branch are doing. As of this writing the branch is 98.26% booked some service for PARAMOUNT WEEKS, with Dave Harris, booker for Zone two, holding the 100% Booked Some Service title, Of course, our plans aren't for Dave to be the only one in that category. I have a feeling it won't be long before the Jacksonville Branch is 100% Booked Some Service.

"Porpoise Posse" and "Speedway", our one reel short subjects were recently screened at the Jacksonville Branch, and everyone received the subjects with great enthusiasm and enjoyment. We are really proud to have the Paramount Trademark on such fine subjects as these, especially since they were made right here in FLORIDA.

"One-Eyed Jacks", "The Ladies' Man", and "The Pleasure Of His Company", our three current block-busters are ready to burst the box offices wide open. The LADIES and ONE-EYED JACKS should should really get some PLEASURE and enjoyment when they see our big three on the screen this month.

Hope everyone has a wonderful vacation and maybe y'all can come see us in the "Sunny South".
-Vann Burney

CHARLOTTE With the close of school, we are now entering into the very important summer months in which we expect to corner the market on entertainment.

With our very fine "The Ladies' Man", "On The Double", "One-Eyed Jacks", "The Pleasure Of His Company", and "Love In A Goldfish Bowl", we have every confidence that our company will realize top results at the boxoffice and continue our upward business trend.

A review of the upcoming product for the remainder of the year also gives a very bright picture. It is encouraging to know that our studio is concentrating on giving us fine pictures, and can only result in healthy business conditions.

-Joe Cutrell



NEW YORK - Edward Serlin, right, Radio City Music Hall publicity director, chats with WNEW-Radio's Kyle Rote, left, and William B. Williams at the special Movie Party sponsored by the station, the Music Hall and Paramount in behalf of Perlberg-Seaton's "The Pleasure of His Company." Two hundred WNEW listeners were awarded first mezzanine reserved seat tickets to the event, held at the Music Hall June 12th.



Here radio personality William B.Williams welcomes some of the "Pleasure of His Company" contest winners in the foyer of New York City's Radio City Music Hall. Mr. Williams is at left.

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SIGNED AND SEALED - Scene as former United States President Harry S. Truman (second from left) completed the signing of a television contract with Talent Associates-Paramount Ltd. for a series of 26 hour-long historic subjects. Paramount President Barney Balaban is at left; David Susskind, head of Talent Associates, is at right. Fourth member of group is Edwin L.Weisl, chairman of the executive committee of Paramount Pictures Corporation, and a director of the company.

PARAMOUNT A PARTNER IN THE RE-CREATION FOR TELEVISION OF HISTORIC EVENTS DURING THE TRUMAN ADMINISTRATION

On June 5th, Harry S. Truman, former President of the United States of America, signed a television contract with Talent Associates-Paramount Ltd. to appear in 26 hour-long programs dealing with the "major historic events of our time" and the years when he occupied the White House. The series will be produced by David Susskind, a vice president of the production company. It is expected that the weekly programs will go on the air next February.

The following is Mr. Truman's official statement, issued through the offices of Talent Associates-Paramount Ltd.:

I have this day signed a contract with Talent Associates-Paramount, Ltd. to do twenty-six one-hour television programs which will deal with the major histor'c events of our time and of the years when I was President.

It is my hope that the free people of our own land and free people everywhere as well as future generations will be helped by this series to understand better the role of our nation in the world today.

We have been passing through a period in which the inhumanity of man to man has been without parallel.

It has been a period in which war has ravaged the world, leaving its scars on all mankind.

Apparently its lessons have not been appreciated nor has mankind learned from that terrible experience.

It has been a time of revolution. Peoples long submerged and neglected are awakening.

Paradoxically, this has been a time of man's boldest adventures into science and awesome achievements in exploring and harnessing the forces of nature.

By an act of fate -- which I did not always regard as kindly to me -- it was my lot to assume direction of the affairs of this nation on the death of Franklin Delano Roosevelt during the culminating and decisive stage of the Second World War, and the task of rebuilding and restoring Western Civilization.

Hardly had the wounds of war begun to heal, than a new power emerged, bent on hindering efforts to organize for world peace. And we found ourselves confronted once again with a ruthless enemy, with whom it was necessary to deal without appeasement while attempting to prevent a Third World War.

It is my hope that through this series of television programs I can be helpful to more people of all nations to understand a little more clearly the dangers and the opportunities that confront us today.

Certainly, I think that the more light there is shed on what we have been through, the better people will be able to cope with the danger that is likely to face the world for some time to come.

The material for these programs will be drawn from many sources, including my private files and notes, as well as from what has been stored up in my memory.

I propose to illustrate and supplement my comments with films from many sources, here and abroad, adhering with complete fidelity to historic facts.

There will be no second guessing, nor Monday morning quarterbacking in any of these programs, and where I have revised my opinions about an event of the past, in the light of current developments, I will state so frankly.

I have often wondered how much we have lost of our past because there were no television and newsreels until recent times. How different our history might be today if there had been in existence television and newsreel cameras in the days of Washington and Jefferson, for example, or Jackson and Lincoln.

I think a more vivid sense of reality and meaning of those days would have come down to us.

But since we have available to us now this modern method of recording, I hope through it I may be able to preserve something of our recent history that might otherwise be lost to us.

These are but a few of the subjects of the crowded hours we have lived through which I expect to cover: the Atomic Age, Hiroshima and Nagasaki, China Goes Red, Battle for Civil Rights, Restoration of Germany, Italy and Japan, Meetings and Talks with Stalin and Churchill, Point Four and the Marshall Plan, NATO -- a check on Russian aggression, the Greek and Turkish Program, Korea, the United Nations launched and its growing pains, South America and Africa.

I am happy to have associated with me in this project Mr. David Susskind, who will be the producer. He is a man who has displayed vision and courage in television. I have every expectation that this series on which we are to begin work at once will measure up to our high hopes and purpose.

And I am delighted to have associated with me, Mr. Charles Glett, a pioneer in the field of motion pictures and television, who has received many honors and distinction in this field. We shall make use of his varied talents in this project.

And Mr. David M. Noyes and Mr. William Hillman, my long time associates, will work in close collaboration with me.

DE TIJD VAN HET GROTE PARAMOUNT PRODUCT IS THANS WEER AANGEBROKEN.

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In de afgelopen weken hebben wij vele voorbeelden van Paramount suprematie gezien, die ons met het grootste vertrouwen vervulden. Deze voorbeelden waren een onderdeel van onze nieuwe productie, die thans uit onze studio's stroomt, zulks in antwoord op het vaak verhaalde pleidooi "geef ons een groot product en wij geven U grote resultaten".



Enormously effective advertising by the Paramount Theatre, Paris, for "Under Ten Flags." Reverse lettering carries names of the five theatres showing the Dino De Laurentiis film day-and-date.

Nog een dergelijk bewijs werd geleverd door een vertoning van Hal Wallis' superbe drama, "Summer and Smoke", met Laurence Harvey en Geraldine Page. Reeds maanden lang had men ons verteld, dat deze film de beste zou worden, die Mr. Wallis ooit geproduceerd had, en de betreffende vertoning op 29 Mei bewees, dat deze voorspelling in alle opzichten juist is geweest.

Wederom als bewijs van zijn veelzijdigheid gaf Mr.Wallis ons daarna "Blue Hawaii", welke ons niet alleen Elvis Presley op zijn best toont, waarbij hij 13 songs zingt, doch ons ook Hawaii laat zien, zoals geen enkele film tot nu toe gedaan heeft. Tredende in de voetsporen van het fantastische zakelijke succes van "G.I.Blues", zal ook deze film zeker een recordbreker worden.

Onze goede vrienden William Perlberg en George Seaton hebben dezer dagen zeer veel om trots op te zijn. Hun charmante komedie "The Pleasure of his Company" is gegarandeerd een hit in de Radio City Music Hall in New York, en in honderden andere theaters over het gehele land. Het succesvolle tweetal is thans in Zweden en Denemarken om nog meer opwinding en kleur toe te voegen aan "The Counterfeit Traitor", een voortreffelijke thriller, die voorbestemd is om een van de top hits van 1962 te worden.

Grotendeels gebaseerd op het succesvolle resultaat van Steve Parker's productie van "My Geisha", met Shirley MacLaine in de hoofdrol, zijn de plannen thans voltooid voor Mr.Parker's Sachiko Productions, en Paramount Pictures Corporation, om gezamenlijk een aantal filmprojecten in de komende vijf jaar in de Ver.Staten en Japan te vervaardigen. Deze plannen zullen dienen om nog meer internationale roem te voegen bij het schitterende productie-schema van Paramount in de eerstkomende jaren.

De eerste invloed van Marlon Brando in "One Eyed Jacks", die buiten de Ver.Staten merkbaar zal zijn, vindt plaats op 15 Juni in het Plaza Theater, Londen. Volgende maand zullen wij een verslag brengen van deze zeer belangrijke gebeurtenis. Omstreeks midden Juli zal "One Eyed Jacks" in Tokio in première gaan, waarvan later ook een verslag zal volgen.

Hollywood nieuwtjes, die betrekking hebben



Geraldine Page and Laurence Harvey in the enormously moving "Summer and Smoke" give wonderful credence to a couple of characters who share secrets, a furtive romance, and a crashing climax that rips one's sympathies like a sudden summer sirocco.

op bekende figuren, dienen ook om het aanzien van ons nieuwe product te verhogen. De jonge Sal Mineo zal Yul Brynner bijstaan om van "Appointment in Zahrain" een bijzonder spannende avonturenfilm te maken. Dat andere machtige avonturenverhaal, "Hatari", welke Howard Hawks bezig is voor ons te maken, brengt ons ook een jonge actrice, waarvan wij zeker in de toekomst meer zullen zien. Haar naam is Michèle Girardon, en zij bezit dat soort van persoonlijkheid, waar het witte doek altijd behoefte aan heeft. En het contract dat zij met Paramount afsloot is voor 7 jaar. Over contracten gesproken; het resultaat van zijn productie "Too late blues" bleek zo succesvol te zijn, dat John Cassavetes door Paramount in dienst genomen is voor een periode van vijf jaar als producer-regisseur. Als resultaat van deze overeenkomst, kunnen wij in de toekomst een aantal bijzondere films tegemoetzien.

En tenslotte is het ons een groot genoegen U te kunnen berichten, dat Danny Kaye's "On the Double" voor miljoenen filmbezoekers over de gehele Ver.Staten een verrukking blijkt te zijn. Het is een grote komedie met een grote man in de hoofdrol!

English, she sometimes is a very funny language to those who do not readily understand. Take this case, pertinent to our business, reported by Jerome Beatty in the Trade Winds column of The Saturday Review:

The manager of a movie theatre got a phone call from a woman who inquired:

"What have you got on today?"

"A blue suit," he answered.

"Who's in it?" she continued.

"I am," he said.

After a pause for reflection, the woman said, "Oh, I've seen that picture already" and hung up.

INTERNATIONAL PERSONALITIES IN PARAMOUNT CINEMA EVENTS



ED SULLIVAN photo

NEW YORK - Announcement is made of the promotion of Joseph Friedman from exploitation manager to executive assistant to Martin Davis, director of advertising, publicity and exploitation for Paramount. Friedman joined Paramount in 1958 after twelve years of service with Warner Bros.



HONOLULU, Hawaii - Hal Wallis, producer, and Col. Tom Parker, manager of Elvis Presley, discuss the progress of "Blue Hawaii" in a most logical setting - the heart of a pineapple plantation.



SYDNEY, Australia - Alan Wardrope, right, Paramount advertising and publicity manager, discusses the film version of "The World Of Suzie Wong" with two executives of William Collins Ltd., publishers and distributors of the novel in Australia. They are sales representative D.Sharman, left, and F.O.Howe, mng. director.

ADELAIDE, Australia - Harry ...ren (left), governing director ...f Celebrity Theatres Ltd. and ...obert L. Graham, Paramount ...anaging director, with the drum ...ajor of the Caledonian Pipe ...and at the South Australian ...premiere of "The World of Suzie ...ong." Scene is the lobby of ...he Majestic Theatre, where the ...premiere was in aid of the Heart ...und of South Australia.



BRASILIA, Brazil - A greeting at the avant-garde premiere of "Psycho" in the Brasilia Theatre here last month. Shown shaking hands with Paramount's general manager for Brazil, A. Stephen Clug (at left) is Ambassador Souza Dantas, a great friend of Brazil's President Janio Quadros.



HOLLYWOOD - Miss Izumi Yukimura, star of the revue, "Holiday in Japan," took time off from her work at the Cocoanut Grove in the Ambassador Hotel to visit the Paramount Studio -- and of course be photographed with producer Hal Wallis and his eminent star, Elvis Presley.





HOLLYWOOD - Lim Keng Hor, executive of the Cathay Organisation of Singapore, with Hardy Kruger on the set of the Howard Hawks production, "Hatari!"



HOLLYWOOD - Australian newspaper correspondent Regina Claire is told the story of "Hatari!" by the Howard Hawks film's co-star, John Wayne. He tells it with an amusing twist.



LONDON - Mr. and Mrs. Herbert Lom at the Plaza Theatre premiere of "One-Eyed Jacks." Mr. Lom is one of the world's most talented character actors of TV, stage and screen.

RIGHT

MIAMI BEACH, Florida - Edward Emanuel, chief barker for Variety Clubs International, presenting the special Humanitarian Award to Danny Kaye at Variety's annual convention here.



NEW YORK - Edith Head, who has garnered seven (or is it eight?) Academy Award 'Oscars' for her magnificent contributions to the screen's couture, is one of Paramount International's most welcome visitors here. She never fails to call when in New York, and her ever-ready cooperation from the studio end is already a fine Paramount tradition.



SYDNEY - Retiring after 40 years of service with Greater Union Theatres, Roy Barmby, at right, head booker of the circuit, passes along a reminiscence or two to Horrie Nagel, also of Greater Union. Occasion was a Paramount luncheon at which retiring Ted Lane, advertising and publicity head, also was honoured.



Home Office Farewells a Long-Service "Great"



Definitely unexpected surprise is registered by Agnes Mengel as she finds herself the honored guest at the Paramount company dining room function.

With her is Aldyth Reichenbach, secretary to president Barney Balaban, who was an able 'confederate' in promoting the surprise element.



Agnes with Eastern production manager, Russell Holman, who charmed and delighted everybody with witty and highly complimentary presentation speech.



The stalwarts of Paramount's purchasing organization. At right, Harry A. Nadel, purchasing agent. At left, Linda Lotti, a tower of strength as Agnes Mengel's assistant in all graphic arts purchasing.

All photographs on this page (except newspaper photo of Mrs.H.F. Wimmer), by Ed Sullivan.

June 23rd saw the termination of Agnes Mengel Grew's 41 years of wonderful Paramount service as head of graphic arts purchasing. The occasion was fittingly celebrated by about one hundred of her associates at a buffet luncheon provided by Paramount in the company diningroom.

President Barney Balaban headed the attendees. Russell Holman, in charge of the Eastern production department, made the presentation speech in handing to Agnes a pair of wonderful gifts: a Remembrance Book containing priceless messages from her co-workers, and a wallet of traveler's checks to be made use of during the North Cape cruise she and her daughter are presently enjoying.



Mrs. Agnes Mengel Grew with Paramount President Barney Balaban. At right, the guest of honor's daughter, Miss Patricia Grew. At left, Paramount's Medical Officer, Dr. Leon J. Warshaw.



The honored guest climaxed her Paramount service of 41 years with a charming and most effective speech of thanks. She is holding her two gifts of the occasion: the Book of Remembrance, and the wallet of traveler's checks.

Home Office Notes

As spring melts into summer, the glaring sun rays beat down upon the streets of New York; but we toil, providentially, under the balmy air-conditioning that is provided by Paramount.

This month we were supposed to follow-up Miriam Kahn's home-decoration plans, but being in the midst of construction work in her project she has postponed these plans for vacation plans. Consequently, she'll be leaving August 18th on a flight to Europe which will take her to France, Northern Italy and Salzberg via car. One other expectant vacationeer, who will be leaving for Eastover, Massachusetts, June 25th is Theresa Quealy, of the "Ten Commandments" Unit. Good vacation, girls!

Clarice Hausman of the "Ten Commandments" Unit is among new officers elected to serve the New York chapter of WOMPI as their First-Vice President; WOMPI is the short name derived from the initials "Women Of The Motion Picture Industry" which actively contributes to the Motion Picture Industry through work in USO, public relations, service to their respective communities, and through sponsorship of a room at the Will Rogers Memorial Hospital. If you are interested, or would like to come to meetings held the last Tuesday of each month, ask Clarice Hausman, who will gladly answer all queries. "Members are very much needed and you are more than welcome", says Clarice.

Mrs. Esther Richter, secretary to Mr. Howard Minsky celebrated the birth of her grandson, Alan Dean, born in Turkey to her daughter Mrs. Rosalind Snyder on May 21st. With the advent of jet travel we hope Mrs. Richter will find the time to breach the 4,000 or so miles between the U.S.A. and Turkey to see her new grandchild. AND, Mr. Howard Minsky, Assistant General Sales Manager, celebrated daughter Marcia Carolyn's wedding to Mr. Harvey Wimmer, June 18th at the Penn-Sheraton Hotel in Pittsburgh, Pa. Marcia and Harvey will live in Pittsburgh, and Marcia will use her B.A. from New York University to do some teaching in that spot. Good luck to both!

There only being a limited number of prizes to each raffle it is fortunate to hear of one who wins even third prize as did both Theresa Quealy and Marilyn Bettinger of the "Ten Commandments" Unit. They shared the prize of $10.00 which they won with the raffle from St. Raphael's Church that was bought from Danny Jacobs, 12th floor receptionist.

-Lenore Sheindlin



When Constance Bachmann, publicity department secretary, terminated several years of fine Paramount service, her co-workers gave her an appropriate send-off and gifted her with the Zenith transistor radio seen on the party table. The attendees, L to R (front): Rose Heller, Bernard Serlin, Constance Bachmann, Sada Snyder, Martin Schank, Arlene Burg, John Guilfoyle, Sidney Herman, Ed Chumley. (Rear): Gino Campagnola, Henry Bachmann, Steve Kolankowski, Carl Clausen.



Mrs. H.F.Wimmer, daughter of Mr. and Mrs.Howard G. Minsky. (Story in column at right).

NEWS OF THE DIVISIONS OF PARAMOUNT PICTURES ...DOT RECORDS, AUTOMETRIC, T-V PRODUCTIONS, K.T.L.A., TALENT-ASSOCIATES-PARAMOUNT.

Los Angeles television station KTLA of Paramount Television Productions, Inc. was highly commended by the Forest Service of the United States Department of Agriculture for its expert and valuable TV coverage of the recent disastrous forest fires in the Hollywood Hills. A letter to Stretch Adler, vice president and general manager of Paramount Television Productions from Sim E. Jarvi, Forest Supervisor, said in part:

"KTLA is to be commended on the continued public service activities with relation to fires and other disasters in the Los Angeles Metropolitan Area. We in the U.S. Forest Service appreciate your station's assistance in forest fire prevention education during the year. This has been both from the telecopter in the air, and the control room at the studio....Congratulations on a job well done by George Lewin, Jim Karyan, Clete Roberts, Jay Elliott, Larry Sherer (his wonderful coverage from the helicopter), and Harold Morby. In fact all of those connected with KTLA's news operation. We are sure that the fine cooperation between our agency and your station will continue for many years to come."

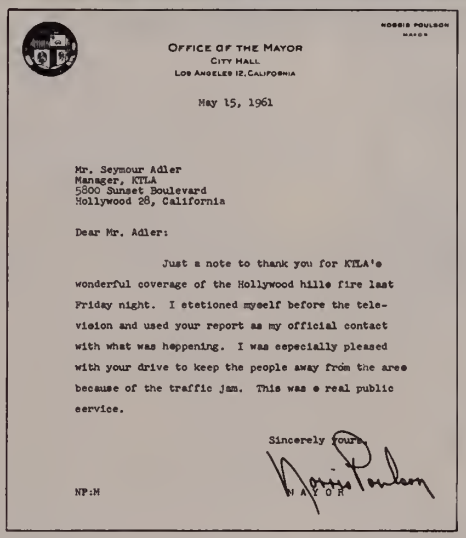
KTLA also received many wonderful compliments in the press, and of course the Mayor's praise (above).



ANOTHER KTLA EVENT IN THE PUBLIC INTEREST

... HOUR LONG LIVE "SOVIET NEWS CONFERENCE" -- MAY 18, 1961

Three Russian News Men, touring the United States with a group of Soviet Press, were interviewed by a panel of American reporters headed by Bill Stout on KTLA TV 5. The Russians who took part - Daniel Fedorivich of the Russian newsmogazine "Abraad"; Viktor Vosilevich Maevski, Department Editor of Pravda; Aleksandr Aleksandrovich Vishnevski, Assistant Director of TASS - were questioned and were also given the opportunity to ask questions of the American press before a huge Southern California television audience. All three spoke English.
AMERICAN REPORTERS WERE CLETE ROBERTS, TOM FRANKLIN AND TOM HARMON. (Shown at right)
The program, on videotape, has been made available for airing throughout Russia - free of charge - by KTLA.



OFFICE OF THE MAYOR
CITY HALL
LOS ANGELES 12, CALIFORNIA

NORRIS POULSON
MAYOR

May 15, 1961

Mr. Seymour Adler
Manager, KTLA
5500 Sunset Boulevard
Hollywood 28, California

Dear Mr. Adler:

Just a note to thank you for KTLA's wonderful coverage of the Hollywood hills fire last Friday night. I stationed myself before the television and used your report as my official contact with what was happening. I was especially pleased with your drive to keep the people away from the area because of the traffic jam. This was a real public service.

Sincerely yours,

NP:M

MAYOR

Above is a publicity release issued by KTLA, Los Angeles, following a Soviet News Conference held in the California city. This was another in a long line of important KTLA events in the public interest.

A clever girl is one who is clever enough to show a man how clever he is before he finds out how clever she is.
Anon

AUTOMETRIC CORPORATION

Autometric's Electronic Research Group, headed by Paul Neuwirth, has transferred its operations from 1501 Broadway, ninth floor annex to Autometric's 33rd Street Engineering and Manufacturing Plant. This group is responsible for Chromatron development operations, not only in entertainment applications but in the field of commercial and military display devices. Space formerly occupied by Electronic Research has been taken over by an expanded Special Projects Section, headed by Mendel Halberstam.

A son, Abraham Mordecai Pressman, was born on May 17 to Mr. and Mrs. Israel Pressman. Mr. Pressman is a Physicist with Autometric's Physics Research Group

Howard Kreitzek, Autometric's transportation expert, received a remarkable present on his twenty-fifth wedding anniversary, May 30, when his wife presented him with a daughter, Ann Marie, their seventh child. "Howie" is one of the few lucky enough to bounce a baby daughter on one knee and a grandchild Howard 3rd on the other.

Mildred Krug, Secretary to Albert Chesnes, attended the June Week excersises of the United States Military Academy at West Point as a guest of her fiance, Todd Counts. A wedding is planned for shortly after graduation.

Mary C. Killilea, Engineering Staff Writer for Autometric Corporation, was judge at the Annual Publications Award Night of the Society of Technical Writers and Publishers.

K.T.L.A., Channel 5

James (Jim) Matthews, Assistant Director of Promotion and Advertising and Miss Velma McKnight of Palm Springs and Los Angeles, were married on Sunday, June 4, in the garden of the Lone Palm Hotel at Palm Springs, California. Jim has been with KTLA for nearly two years. Prior to coming to the West Coast he held a similar position with KYW-TV in Cleveland, Ohio. The Matthews will reside in Los Angeles and Palm Springs.

Chuck Walker, Director of Film Operations at KTLA, became the proud father of a son on June 6, when wife Penny Lee gave birth to 7lb., 2oz. David Glen at Hollywood Presbyterian Hospital. Chuck has been with KTLA for 3 years.
-Joanne Chaves

Interesting news concerning Talent Associates-Paramount Ltd. will be found on Page 19. This is one of the most important happenings in television circles in years.



Paramount's Perlberg-Seaton production, "The Pleasure of His Company" has created a batch of interesting records. One is Liberty Records' orchestral number based on the film's theme and music, played by Felix Slatkin and his Orchestra.....



...the other is Vic Damone singing "The Pleasure of Her Company," done most pleasantly on a Columbia Record.



Plenty of HULAbaloo

Without qualification, and on the basis of having seen the completed film, we want to place on the record the firm, sincere belief that BLUE HAWAII, Hal Wallis' matchless production for Paramount release, is one of the very greatest entertainment pictures ever made. Also that Elvis Presley was never more in the element that the world wants to see him in, than in BLUE HAWAII.

This picture performs the topmost entertainment function of the screen.



再び大作を謳歌するパラマウント

過去数週間に亘つてパ社の優位性を示す多くの事柄が現れ、我々に力強い自信を与えたが、それは「我々に大作を与えよ、然らば我々は偉大な成果をもつて返さん」という我々の長い間の願いに応じてパ社撮影所から続々送られつゝある作品の新しい水準にみられる通りである。

ハル・ウオリスの傑作「夏と煙」

ハル・ウォリスの優れたドラマ、ローレンス・ハーヴェイ、ジェラルディン・ペイジ主演の「夏と煙」もその一つである。何ケ月もの間、我々はこの映画がハル・ウオリスが作つた作品の中で最高のドラマになるだろうと聞かされていたが、五月二十九日に行われた試写によつてこの予想はあらゆる点において正しかつたことが証明された。

ウオリス氏の万能振り

ウオリス氏は更に万能振りをみせて「ブルー・ハワイ」を完成したが、これはエルビス・プレスリーが十三曲の歌を歌つて最高の出来栄えをみせる許りでなく、ハワイを背景にとりあげた映画として最高の作品となつている。「G・I・ブルース」の成功に続いて、このプレスリーの新しい作品は記録的な成功を収めることが確実である。

活躍するパールバーグ・シートン

我々の良き友、ウィリアム・パールバーグとジョージ・シートンのコンビは目覚しい活躍を続けているが、その優れたコメディ「彼と共に過す喜び」はニューヨークのラジオ・シティ・ミュージックホール以下全米数百の一流劇場で大成功を収めることは確実である。このプロデューサーコンビは目下スエーデン、デンマークを訪問中で、一九六二年のトップヒットの一つとしてマークされる優れたスリラー「偽の裏切者」に一層の興奮と色彩を加えつつある。

日米両国を背景に更に数本を製作

シャーリー・マクレーン主演スティーブ・パーカー製作の「青い目の芸者」の成功を反映して、パーカーのサチコ・プロとパ社の間に今後五年間にアメリカ及び日本で数本の映画を作る計画が出来上つた。これらの計画は今後パ社が封切る作品のラインアップに一層の国際色をつけるものとして期待を集めている。

「片目のジャック」ロンドン及び東京で公開

マーロン・ブランドーの「片目のジャック」の海外に於ける最初の公開は六月十五日、ロンドンのプラザー劇場で行われた。記念すべきこの公開の模様は来月号に報告する予定である。続いて来月、中旬頃「片目のジャック」のプレミアショウが東京で行われる予定で、本誌では引続きその模様を報告する予定である。

新星ミシェル・ジラドン

新しい作品に新鮮な魅力を与えるものは新星の登場である。ユール・ブリナーと共にスリル満点の冒険映画「アポイントメント・イン・ザーレイン」に出演する若いサル・ミネオ、更にハワード・ホークスが世界の映画ファンの要望に応えて作る大冒険映画「ハタリ」には今後に活躍が期待される若い女優ミシェール・ジラドンがあるが、彼女は映画が常に必要としている楽しい雰囲気を持つた女優で、パ社と七年の契約を結んだ。契約と言えば「トゥー・レイト・ブルース」の成功によつて、その製作に当つたション・カサビーツはプロデューサー・ディレクターとして今後五年間パ社に留ることになつた。この契約により多数の優秀作品が作られるものと期待がかけられている。

「オン・ザ・ダブル」ヒット

最後にグッドニュースとしてダニー・ケイの「オン・ザ・ダブル」が全米至る所で大成功を収めていることをお伝えする。これは人気男ダニー・ケイが主演するコメディの巨編である。

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× × × ×

FAR EAST NEWS EVENTS OF INTEREST



Page 35 pictures action of a filmed scene for Hal Wallis' "Blue Hawaii." Above is the same scene involving Elvis Presley and Joan Blackman, precisely as audiences will see it. Below them is the renowned Waikiki area of Honolulu, Hawaii.



HOLLYWOOD - Shown here is one of the preliminary discussions between Paramount Pictures and Steve Parker's Sachiko Productions, objective being the co-production of a number of film projects over a period of years. Some of the productions would be made in Japan, others in the U.S.

Reading right from Parker, with arm raised: Martin Rackin, head of Paramount production; T. Hashida, Mainichi Press; P.Yamada, Sanker-Jiji, daily, Sagyo-Keizai,daily, Osaka Shimbrun,daily; Ken Fujisaki, representing same papers as Yamada; Hashida's assistant; Jack Iwata, Kyodo News Service; Robert Kishita, Domei News Service.

Trade press present included: Dale Olson, Variety; Vance King, Hollywood Reporter; Sam Berns, Quigley Publications; Bill Weaver, Film Daily; Norman Webb, Boxoffice Digest. Seated at far right is Bernard Donnenfeld, newly appointed executive assistant to studio head Jack Karp.



Shirley MacLaine, impersonating a geisha, successfully outwits a news photographer by her strategem in one of a host of amusing scenes in her made-in-Japan comedy drama, "My Geisha." Picture is to have an autumn release.



MANILA, Philippines Republic - Jerry Lewis' "CinderFella" was a huge success at the Capitol here, largely because of heavily applied showmanship by Manager A.S.Velasquez and his Paramount publicity director, Ric Javier. One superb showmanship item was this giant Lewis cut-out linked with 24-sheet poster at the strategic traffic corner of Quezon and Azcarraga Boulevards, where thousands of jeepneys, buses and pedestrians pass daily.

RIGHT

"CinderFella" float in heart of the city. It covered suburbs also for day-and-date release at both Avenue and Capitol Theatres. Huge success in both.





SAIGON - One of many ads appearing in magazines and newspapers when "It Started In Naples" played successfully at the Dai-Nam and Eden Saigon Theatres. This ad was on back cover of a popular magazine, and reverse of cover carried words and music of the film's theme song. Altogether Paramount manager Yuan Kao was proud of the film's local success.

NUEVAMENTE TENEMOS ANTE NOSOTROS UN MATERIAL PARAMOUNT DE EXCEPCION

* * * * * * *

En la última quincena hemos sido testigos de algunos ejemplos de la supremacia de Paramount que nos llena de la más absoluta confianza. Dichos ejemplos nos los han proporcionado el nuevo nivel de producciones que afluyen desde nuestros estudios en respuesta a la invocación de "dennos buen material y les devolveremos grandes resultados.

Erich Grunspan, manager in Venezuela, is the newest member of the 'chorus' singing the success praises of the enormous business being registered by the re-release of "Shane" in Latin America. He already has the basis of a magnificent volume of revenue from this extraordinary film.

Una muestra de todo ello nos lo ha dado el visionado del soberbio drama de Hal Wallis, "Summer and Smoke" con Laurence Harvey y Geraldine Page de principales protagonistas. Durante meses nos dijeron que esta película constituiría el mejor drama realizado hasta la fecha y la consiguiente proyección del 29 de mayo demostró que la profecía estaba en lo cierto en todos sus detalles.

Luego, como prueba de su versatilidad, Mr. Wallis nos ha ofrecido "Blue Hawai" que no solamente presenta un Elvis Presley en la cúspide, cantando 13 canciones, sino que además nos muestra Hawai en su más esplendoroso aspecto como ningún film lo había logrado hasta ahora. Siguiendo la senda del magnífico negocio obtenido por "G.I. Blues", este nuevo film de Presley batirá sin duda los últimos "records".

Nuestros buenos amigos William Perlberg y George Seaton, pueden estar orgullosos estos días. Su encantadora comedia "El placer de su compañía" tiene el éxito garantizado en el Radio City Music Hall de Nueva York y en otros famosos teatros de los Estados Unidos. La misma triunfante pareja se halla ahora en las maravillosas tierras de Suecia y Dinamarca, añadiendo mayores alicientes y color a "The Counterfait traitor" un "thriller" superexcepcional que está predestinado a constituir uno de los mayores éxitos de 1962.

En vista del enorme éxito que espera a la producción de Steve Parker "My Geisha" con Shirley MacLaine, se han trazado unos planes de cooperación entre la Sachiko Produotions de Mr. Parker y la Paramount Pictures Corporation, para la realización de varios proyectos de películas, en un período de cinco años, en Estados Unidos y Japón.

Estos planes servirán para incrementar el sello cosmopolita de la magnífica lista de material prevista para ser distribuida por Paramount en los últimos años.

El primer impacto producido por "El rostro impenetrable" ("One Eyed Jacks") de Marlon Brando fuera de las fronteras de los Estados Unidos, ocurrió en Londres el 15 de Junio en el teatro Plaza de Londres. El mes próximo publicaremos un extenso reportaje del acontecimiento. A mediados de Julio, "One Eyed Jacks" será estrenada en Tokio, de lo cual también informaremos más adelante.

Las noticias de Hollywood en torno a personajes también sirven para señalar el reciente atractivo del nuevo material. Para secundar a Yul Brynner en la realización de "Appointment in Zahrain", extraordinario film de aventuras, ha sido designado el joven actor Sal Mineo. Otro superior film de aventuras "!Hatari!" que Howard Hawks ha producido para deleite de todo el orbe, también nos ofrece una nueva joven estrella de la que admiraremos muchas actuaciones en el próximo futuro.

Se trata de Michele Girardon y es el tipo de encantadora personalidad que siempre precisa la pantalla.El contrato que firmó para Paramount es de siete años. Y hablando de contratos, la salida de "Too Late Blues" ha resultado tan afortunada para John Cassavetes que Paramount se lo queda de produotor y director durante un período de 5 años. Podemos confiar en la produoció de un buen número de films sobresalientes como resultado de tal acuerdo.

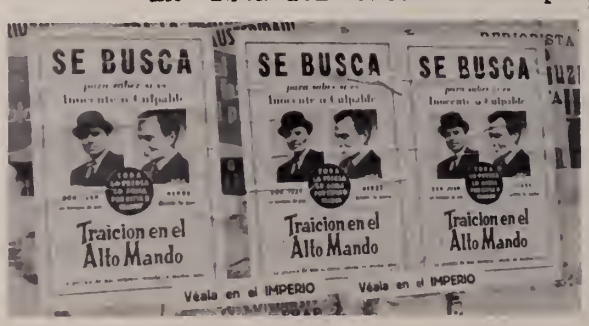
Finalmente, por ahora, nos es muy grato informarles que "On the Doubl con Danny Kaye, está deleitando a millones de espectadores en todos los Estados Unidos. Es una gran comedia de un tipo formidable.



Bobby Darin is a most remarkable young man, as the world is destined to see from his spectacular performance in "Too Late Blues." Above he is seen in an episode from the jazz-packed slice of life in today's hectic 'show business.'

RIGHT

SANTIAGO, Chile - The Mexico-prepared 'Wanted' poster for "A Touch of Larceny" was put to most effective use here when the picture played the Imperio Theatre. Paramount manager Juan Laupheimer put 200 of the posters to work in the area, as per our illustration. Location of this display was Estado corner Moneda St., one of Santiago's busiest spots.





CORDOBA, Argentina - One audience leaves the Gran Rex after being thrilled by Alfred Hitchcock's "Psycho," as another audience is lined up at left ready to take over the still warm seats. Management of the Gran Rex put on a superlative showmanship campaign.

TELEMETER MAKING FIRM WORLD-WIDE PROGRESS.*******





HOLLYWOOD - Luncheon in the Paramount commissary honoring Mr. Robert A. Allan, Chairman of the Board of British Telemeter Home Viewing Ltd., who had been witnessing Telemeter activity and progress in Etobicoke (Canada), Los Angeles and New York. Reading from left: Henry Blanke, Al Manuel, Martin Rackin, Jack Karp, Mr. Allan, Alfred Hitchcock, Ronald Simms (public relations consultant to Mr. Allan), Louis Novins, Melville Shavelson, Paul MacNamara, George Chandler (SAG president), William Rubinstein, Walter Mirisch SPG president), Valentine Davies, president of Academy of Arts and Sciences; George Seaton.

Mr. Chandler, president of the Screen Actors Guild; Mr. Mirisch, president of the Screen Producers Guild; and Mr. Davies, president of the organization which annual makes the Academy Awards, are referred to in the New York press statement occupying most of this page.

NEW YORK, June 5 - Pay television, via wire and supplemented by UHF broadcast transmission, was envisioned today as the answer to Great Britain's scarcity of television channels.

Authority for this statement was Robert A. Allan, Chairman of British Telemeter Home Viewing Ltd., United Kingdom franchise holder for International Telemeter Company's pay-TV system. International Telemeter Company is a wholly owned division of Paramount Pictures Corporation.

Mr. Allan, a member of Parliament, pointed out at a press conference at Paramount's New York office that a wire system would provide six or more additional channels without interferring with the available free television service. Not only would a combination wire-UHF operation solve the problem of insufficient "room on the air," but it would also provide a type of programming that is not economically feasible under present conditions, Mr. Allan indicated.

He noted, for example, that it would be possible to expand the box-offices of local repertory companies as well as such cultural institutions as Covent Garden. "Pay television provides a method to cater to smaller groups on a profitable basis," Mr. Allan said. The former Parliamentary Private Secretary emphasized that the multi-channel setup also made it possible "to give one channel free to education, local governments, and to the universities."

Mr. Allan said the introduction of pay television in the United Kingdom depended on the approval of the government. He added that a government decision would probably be forthcoming in 1963 when the charters of the BBC and ITA come up for renewal. "If pay television is permitted in Britain, it would probably come in 1964," Mr. Allan said.

In the meanwhile, Mr. Allan asserted that British Telemeter Home Viewing would arrange for demonstration facilities in London and embark on a campaign to disseminate information about the Telemeter system.

Mr. Allan visited the Telemeter engineering plant in Los Angeles and later went to Toronto where the only pay-TV system in the world has been in operation for over a year. On the basis of his observations, he said that he was extremely encouraged by the possibilities of pay-TV, especially as it applied to Great Britain. He noted that the average cost per program in Toronto - including the charge for films, sports, and Broadway shows - was about a dollar for the family, and he felt that a comparable scale would prevail in Britain where a half-crown probably would be the average price.

While in Los Angeles, Mr. Allan witnessed impressive practical demonstrations of Telemeter in both black-and-white and color, over the-air. These government authorized showings are carried out by Station KTLA during the early morning hours, 1 to 5, when regularly scheduled television is off the air. They proved to be enormously effective and impressive, according to Mr. Allan.

During his stay in Los Angeles, Mr. Allan conferred with the heads of the various entertainment labor unions. He said they were "wildly enthusiastic" about pay-TV "from their point of view." Unlike the United States, where film exhibitors have been fighting the introduction of pay-TV, Mr. Allan said he expected no opposition from this source in England since both Granada and the Rank Organisation have come out in favor of pay-TV. He noted, too, that British Telemeter Home Viewing expected to work "in connection with the existing TV stations" in England.

Mr. Allan's visit to Toronto coincided with that of the Pilkington Committee which is studying all aspects of television in the United States and Canada. "We met members of the Committee in Toronto," Mr. Allan said, "but we had no specific discussions." He pointed out, however, that the Committee had surveyed the Toronto pay-TV operation.

Mr. Allan described the Telemeter System - both for wire and air - as "a most fabulous technical achievement." He stressed that the Telemeter units would be manufactured in England. Paramount, he pointed out, had spent about $10,000,000 over the past eight years to perfect the Telemeter pay-TV system.

British Telemeter Home Viewing Ltd. comprises a group that includes British Lion Films, The Financial Times, Granada Group Limited, Manchester Guardian and Evening News, Schlesinger Investments Limited, and N.M.Rothschild & Sons.



TORONTO, Canada - The channels of Etobicoke's Telemeter are covering all manner of subjects. This is the inside spread of an announcement sent to all subscribers late last month.

LITTLE ROCK, Arkansas: Excellent progress is being made by Midwest Video Corporation, holders of a franchise for pay TV granted by International Telemeter Company, in their petition in connection with the construction of a cable system for pay television in Little Rock.

Hearings begun last January 23rd have been resumed, and a decision is expected to be handed down very shortly.



NEW TELEMETER SHOW

AT LEFT is a scene from "The Second City Revue," the show taped for a 3-day run (with hold-over contemplated) in Toronto on July 7,8,9.

The "Second City Revue" is a satirical show originating in the Second City night club in Chicago. Its press critiques indicate that it is an enormous Chicago success.

KOMMENDE PARAMOUNT-ERFOLGE ZEICHNEN SICH AB

* * * * * * * * * *

In den letzten Wochen hat uns die Paramount wieder einmal eine ganze Reihe von Beispielen für ihre Vormachtstellung gegeben, die uns mit der größten Zuversicht erfüllen. Denn auf die fortwährende Bitte,"gebt uns große Produktionen und wir bringen Euch große Gewinne," antwortete die Paramount mit einem besonderen Produktionsprogramm, das jetzt aus ihren Studios kommt.



HAMBURG - Very effective foyer decoration for "The World of Suzie Wong" in the Streit's Haus.



DUSSELDORF - Wherever there was available space in this city, the news concerning "The World of Suzie Wong" went up for all to see. In this case, the Kurze and City Theatres benefitted.



FRANKFURT - Book store tie-ups on "The World of Suzie Wong" were naturals throughout Germany. Here is a typical one in this city.

Ein Beweis für den beachtlichen Standard der neuen Produktionen ist das Hal Wallis Drama SOMMER UND RAUCH mit Laurence Harvey und Geraldine Page. Monatelang wurde uns gesagt, daß es sich hier um den besten dramatischen Film handeln würde, den Hal Wallis je gemacht hat und die Vorführung am 29.Mai bewies, daß sich die Prophezeihungen bis in die Einzelheiten bewahrheitet hatten.

Als weiterer Beweis seiner Vielseitigkeit können wir Hal Wallis' BLAUES HAWAII ansehen. Ein Film, in dem nicht nur der 13 Lieder singende Elvis Presley von seiner besten Seite gezeigt wird, sondern er bringt wohl auch die schönsten Aufnahmen von Hawaii, die je in einem Film gezeigt wurden. Denkt man an das große Geschäft von CAFE EUROPA, so kann man fast sicher sein, daß der neue Presley-Film ein großer Kassenschlager zu werden verspricht.

Unsere guten Freunde William Perlberg und George Seaton haben dieser Tage allen Grund stolz zu sein. Ihre reizende Filmkomödie IN ANGENEHMER GESELLSCHAFT ist ein ausgesprochener Erfolg in der Radio City Music Hall in New York und in Hunderten anderer Theater überall in den USA. Das Erfolg gewohnte Zwiegespann hält sich zur Zeit in den schönen Ländern Schweden und Dänemark auf, um noch mehr Spannung und Farbe für ihren Film VERRAT AUF BEFEHL einzufangen, ein "Thriller in Superlativen", der Spitzenreiter in der Produktion von 1962 werden soll.

Das erfolgreiche Anlaufen des Steve Parker-Films TOKIO BEI NACHT mit Shirley MacLaine war der Anlaß zu Plänen, Parkers Sachiko Productions und die Paramount Pictures Corporation zu weiteren Filmprojekten in den USA

Three baby elephants dining in the Studio commissary during the filming of "Hatari!" raised no eyebrows among filmfolk assembled, since they were guests of the stars of Howard Hawks' film, and also themselves appear in the picture.

"Duke II," two years old and weighing 2,000 pounds, is named after John Wayne..He sat with the actor regularly at lunch during filming. "Elsa," also two, and slightly heavier, dined with Elsa Martinelli; while "Red," named after Red Buttons, "talked" to the actor when they were alone, claimed Buttons.

The elephants did not leave tips. Their trunks were locked.



Says Audrey Hepburn to George Peppard in a scene from "Breakfast At Tiffany's": "You mean to say you never saw anything like this in "All In A Night's Work"?" (or words to that effect). Anyhow, she stays right where she is - and George goes away disconsolate.

und Japan während der nächsten 5 Jahre zusammenzuschließen. Diese Pläne werden den für die Paramount vorgesehenen zukünftigen Filmprojekten ein internationales Gepräge geben.

Das erste Auftreten von Marlon Brando in DER BESESSENE außerhalb der Vereinigten Staaten ist für den 15.Juni im Plaza Theatre in London vorgesehen. Wir werden Ihnen über dieses äußerst wichtige Ereignis nächsten Monat berichten. Ebenfalls nächsten Monat wird die Premiere von DER BESESSENE in Tokio stattfinden. Ein Bericht darüber folgt dann noch.

Zur wachsenden Anziehungskraft der neuen Paramount-Produktion tragen wohl auch die Neuigkeiten aus Hollywood über die Rollenbesetzung bei. So wird der junge Sal Mineo an der Seite von Yul Brynner aus APPOINTMENT IN ZAHRAIN einen spannenden Abenteuerfilm machen. Der andere große Abenteuerfilm HATARI mit dem Howard Hawks die Filmfreunde erfreuen wird, bringt uns eine junge Schauspielerin, die wir in Zukunft sehr oft sehen werden. Sie heißt Michele Girardon und ist von einer solch bezaubernden Persönlichkeit, wie sie die Leinwand immer braucht. Sie hat mit der Paramount einen 7-Jahresvertrag abgeschlossen und da von Verträgen gerade die Rede ist - John Cassavetes war mit der Produktion von TOO LATE BLUES so erfolgreich, daß ihn die Paramount gleich noch für fünf weitere Jahre als Produzent und Regisseur verpflichtet hat. Wir können also noch eine Reihe von außergewöhnlichen Filmen erwarten.

Zum Schluß haben wir noch das große Vergnügen Ihnen berichten zu können, daß Danny Kaye in DER GEFREITE GENERAL wieder einmal Millionen von Kinogängern in den USA in helle Begeisterung versetzt. Der Film: eine gelungene Komödie mit einem großartigen Burschen in der Hauptrolle.

SHOWMANSHIP IS THE SUREST DIVIDEND PAYER OF THEM ALL!



BUENOS AIRES - "CinderFella" had a most successful release here June 1st at these five (5) cinemas: Opera, Premier, Pueyrredon, Roca and Argos. Co-released was the thrilling short, "Boats A' Poppin'." Paramount managing director Sam Bekeris secured wonderful cooperation between Johnson Motors and Mr. Lococo, the exhibitor, with the result that the above outstanding display appeared in the lobbies of the theatres. A similar tie-up appeared in all of the newspaper advertising.



CASABLANCA, Morocco - Showmanship of the character shown above is most rare in this country, which is all the more reason why the management of Cinema ABC is to be commended for the fine work done for "The World of Suzie Wong."

MOTION PICTURE HERALD, JUNE 3, 1961

"Suzie Wong Lucky Seven" Contest Highlighted All-Out Bally at Plaza Theatre, Oklahoma City



BOOKSTORE was tied in with Farris Shanbour's radio-sponsored "Lucky Seven" Contest for his engagement of Paramount's "The World of Suzie Wong" at the Plaza theatre, Oklahoma City. Campaign details are in accompanying story.

The comprehensive promotion campaign engineered by Farris Shanbour, Plaza theatre, Oklahoma City, for his engagement of "The World of Suzie Wong" was prominently highlighted by a "Suzie Wong Lucky Seven Contest," which was so called because of the seven prizes involved.

The contest, as worked by Mr. Shanbour, was at no cost to Paramount, distributors of the film, or the theatre, began with the promotion of seven prizes, viz. 1) hi-fi stereo; 2) transistor radio; 3) wrist watch (man's or lady's); 4) $50 worth of clothes; 5) 6 assorted LP albums; 6) $10 savings account at a local bank; 7) six-months' pass to the Plaza theatre. Each of the stores participating in the offering of the prizes also cooperated by devoting large window displays to the contest and the film's playdate.

Used Daily Radio Spots

Two weeks before opening, radio station WTOK ran 15 spots daily announcing, "Be sure to listen to KTOK for information and details on the Suzie Wong Lucky Seven Contest, and explained the rules of the competition, prizes, etc. The contest was keyed to seven questions pertaining to information about the picture, with one question asked each day of the contest.

The competition proved very successful, garnering more than 2,500 entries, with the top winner presented with the prize on stage of the Plaza, with radio station officials participating in the event. Radio station LOCY cooperated in "Suzie Wong" promotion by playing the tunes from the picture 10 times daily for two and a half weeks in advance, with appropriate tags mentioning the picture's title and its opening date.

Outside exploitation included the use of two Chinese girls, attired in their native dresses, to distribute some 20,000 heralds containing contest information, plus stills and ads on the film. The girls, who covered every area of the city, attracted a great deal of attention wherever they appeared.

The theatre marquee, which is visible for quite a distance, featured, instead of the usual marquee letters, a picture of Suzie Wong on each side. The picture was hand drawn by Basil Lowry, a local artist.

Taking advantage of the fact that some 15,000 high school girls visited Oklahoma City from different parts of the state for an F.H.A. convention, held during the run of "Suzie Wong," the showman arranged for the distribution of the heralds among the young visitors. Arrangements also were made for buses to make a special route between the Plaza theatre and the Municipal Auditorium, site of the convention, to transport the girls. Buses carried banners calling attention to the film and its playdate.

Oklahoma City's Farris Shanbour and his Plaza Theatre have been in our pages before (and undoubtedly will be again). Here's Motion Picture Herald evidence of his top showmanship handling of "The World of Suzie Wong."



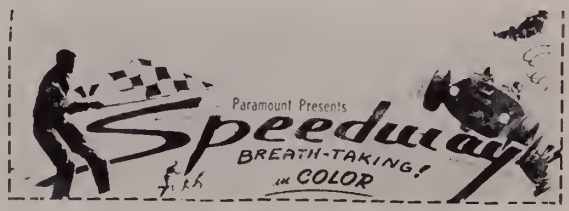
BOSTON - Metropolitan Theatre offered free tickets to first 50 men who showed up wearing kilts for the opening of Danny Kaye's "On the Double." Radio-WEEI personality Tom Russell was not one to pass up a free ticket - so was there bright and early to collect. Tom called the movie "Great!" - especially since he didn't have to pay.

At the Showmanship Seminar on "The Ladies' Man" reported on Page 5, Jerry Lewis was photographed with each of the individual theatre managers in attendance.

These photos were then enlarged to 40x60 size and displayed in the lobby of each manager's particular theatre with copy such as "Manager John Thomas greeted by Jerry Lewis, 'The Ladies' Man' coming to this RKO Theatre Wednesday July 12th.



LIMA, Peru - Group of showmen assembled in the lobby of the Tacna Theatre in connection with the showmanship campaign on "Psycho." From L to R: Paramount manager Lennart Bjorck; manager of the Cine Porvenir; Cesar Barreto, trade paper Semana Cinematografica; Salvador Payet, Cine Alhambra, Lima; Paramount's chief booker, Enrique Gaillour; Juan Celi, Cine Ideal, Callao; Julio Chavez, Cine Brazil, Magdalena.



This is one of the several sizes of the advertisement for the Paramount short feature, "Speedway" (see Page 15), made up especially by Florida State Theatres.

A solid indication of the deep interest taken in this subject by the forward-thinking Florida State Theatres.

派拉蒙黃金時代捲土重來

在過去數週中，我們見過許多派拉蒙至高無上的出品，它們使我們更充滿自信。我們攝影場拍成的影片已提高至一種新的水準，即將陸續推出以滿足大家所說「給我們好片，我們會還給你們好成績」的要求。

譬如其中一部，海爾·華立斯（Hal Wallis），的高乘戲劇 Summer and Smoke，羅蘭士·夏飛（Laurence Harvey）茱拉婷·貝芝（Geraldine Page）合演，幾月來我們聽到這部將是華立斯的出品中最好的戲劇，五月廿九日的試片，證明這些預言都屬確實。

還有一部戲，華立斯又證明了他的多才多藝，他的 Blue Hawaii 不但表現了它是「貓王」艾維士·皮禮士利(Elvis Presley)最佳的作品，內唱歌十三支，同時也把夏威夷的最優景色搬上銀幕，這是任何影片所尚未能做到的。根據最近映畢的皮禮士利影片「戎馬春宵」（G.I. Blues）的極佳賣座成績，我們敢斷定這部貓王的新作一定會是一部突破賣座紀錄的影片。

我們的老朋友威廉·潘堡（William Perlberg）與佐治·薛頓（George Seaton），這幾天很得意，因爲他們的喜劇新片 The Pleasure of His Company 已在紐約雷電華音樂廳大戲院（Radio City Music Hall）及各國數百家戲院上映受到轟動，這對製片搭擋現在瑞典與丹麥一帶進行他們另一部更有刺激的超級新片 The Counterfeit Traitor 的攝製，這部影片一定會是一九六二年最高賣座片之一。

因爲史蒂夫·柏嘉（Steve Parker）在日本所拍的莎莉·麥連（Shirley MacLaine）主演新片 My Geisha 之極大成功，他已擬就最大的計劃與日本松竹合作，在這五年中柏嘉將與松竹在美國或日本合作拍片數部，歸派拉蒙發行，所以在以後數年中派拉蒙發行的新片中將更多姿多采。

馬龍·白蘭度(Marlon Brando)自導自演的巨片 One-Eyed Jacks 第一個在海外上映將是六月十五日在倫敦的巴喇沙戲院（Plaza Theatre London）。在下個月中我們相信會有捷報傳來，還有在七月中，這部巨片還將在東京首映，跟着亦將有報導。

好萊塢人物和拍片消息：與尤·伯連納（Yul Brynner）一起合演緊張雜奇新片 Appointment in Zahrain 的將是年青的沙·明尼奧（Sal Mineo）。最大的蟹荒歷險片 Hatari! 侯活·鶴士(Howard Hawks)現在導演的，也起用一位很年青的女演員，非常可愛，不久就可在銀幕見到。她名叫米雪·朱拉婷（Michele Girardon），她的特性將成爲銀幕上永遠受人歡迎的演員。派拉蒙已和她簽下七年合同，說到合同，還有約翰·卡沙凡茲（John Cassavetes），因爲他的新作 Too Late Blues 很成功，派拉蒙已與他續簽製片導演的合同五年，我們希望將有不少佳片在此安排下產生。

最後，我們很高興的，可以向各位報告，丹尼·基（Danny Kaye）的新片 On the Double 已受到美國全國數百萬影迷的歡迎。這眞是一部滑稽巨片！



BANGKOK - Advertisement in Chinese for the Alfred Hitchcock suspense thriller, "Psycho," at the Paramount Theatre here.

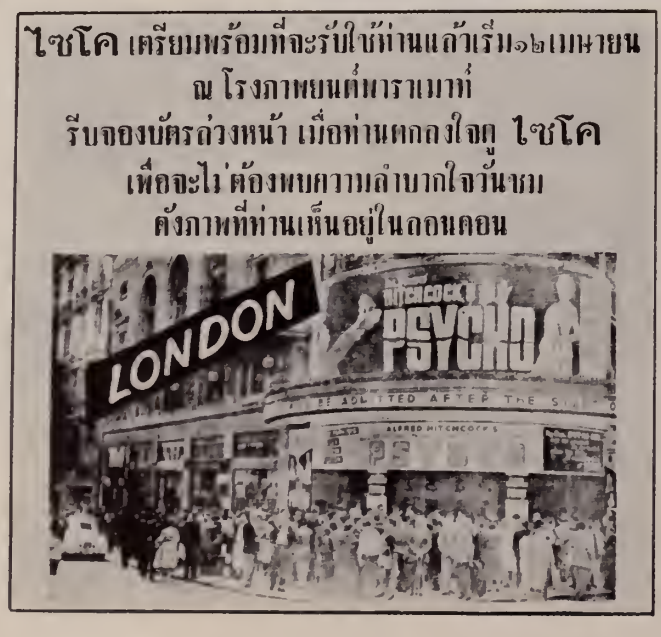
RIGHT

Another of the Paramount Theatre's ads,this one in Thai. All of the advertisements for PSYCHO carried the admonition that the picture could be seen only from the beginning. The ads also urged those who had already seen the picture not to divulge the ending.



BELOW

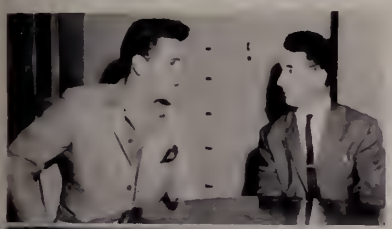
BANGKOK, Thailand -The success of "Psycho" at the Plaza in London was made part of the showmanship campaign of the Paramount Theatre here. In both advertisements and publicity releases the Plaza triumph was played up in the fashion shown above. This ad was 8 inches wide.



We are about to get a continuity of great showmanship news from Hongkong. The glittering new Queen's Theatre is about to open,and Paramount's ever - alert manager, H. S. Moh, has Jerry Lewis' "The Ladies' Man" set for the premiere, to be followed by "On the Double" and a whole chain of Paramount hits.

INTERESTING PARAMOUNT NEWS SHOTS FROM HOLLYWOOD











HAWAII - Producer Hal Wallis (centre), star Elvis Presley, at right, and director Norman Taurog not only enjoyed the sun of the 50th U.S. state, but their deliberations delivered to Paramount, in the form of "Blue Hawaii," the most entrancing and enjoyable film yet made with Hawaii as a background.

We have seen the film, so we are simply stating a fact. "Blue Hawaii" is by all odds one of Paramount's all-time entertainment 'Greats.'

Following completion of the final scene of "Blue Hawaii," Elvis Presley was interviewed by a number of representatives of the international press. Reading from the top down, these were:

John Snoeys, Belgium and Holland; Jonah Ruddy, various British publications; Armando del Moral, Mexico and Central America; Bert Reisfeld, Germany.



When Jerry Lewis was making "The Ladies' Man" on Paramount's Stage 15 he had something he wanted the whole wide world to see. None of this "Closed Set!" stuff for him. He wasn't imbued with any of that artistic temperament eyewash, nor was any member of his eye-filling cast of feminine females. So he really spread the news across the front of the stage in terms that were unmistakable.



Besides collecting Academy Award 'Oscars,' Edith Head has made a most interesting collection of miniature (but workable) sewing machines. Here, at right, she is showing some of them to Mr. Helmut Gschwilm, chief designer of the fashion house of Schwichtenberg and Renate Gebert, designer of the fashion house of Oestergard, West Berlin.



RIGHT

Producer-director Edmond O'Brien indicates for David Janssen's and Stella Stevens' benefit the piece of dynamic action he wants from them for the staircase scene in "Deadlock," one of the most stunning sequences any film has had in a long time.

"ONE-EYED JACKS" IS GETTING TO THE WORLD'S PICTUREGOERS

(CONTINUED FROM PAGE 2)



LONDON - This is an angle on the Plaza that is seldom pictured. It is shown now because the importance of "One-Eyed Jacks" has caused an additional display to be set up for the first time in years.



The uniforms of the Plaza staff are the ones representing the type of treatment that is usually given only for a premiere with royal patronage. (Note the Brando painting, which is the original we used for our April cover).

The members of the Plaza staff, L to R, are: Miss M. Mayo; Miss Alexandra; Miss Solmer-Smith; Miss P. Davies, Miss M. Davies; Mrs. Woods.



This trumpet fanfare also is usually reserved for premieres with royal patronage. It all added up to a demonstration of dignified and impressive showmanship for "One-Eyed Jacks."



CLEVELAND - Scene as a specially invited audience filed from the Fairmont Theatre following a special screening of "One-Eyed Jacks." Standing at left are Messrs. Grif Thomas, Harold Henderson (Paramount branch manager), and Sandford Greenberger, owner of the theatre.

London Trade paper

The Daily Cinema had this summation of "One-Eyed Jacks" to offer to the industry:

RATING: THE COMBINATION OF BRANDO IN THE SADDLE AND A SHOOT-'EM-UP WESTERN ADDS UP TO BOX OFFICE MAGIC....THE PLOT'S GRIPPING, THE PHOTOGRAPHY SUPERB, THE ACTION POWERFUL AND THE ROMANTIC INTEREST APPEALING. MONEY-SPINNING POTENTIAL: TERRIFIC!



LONDON - Attending premiere of "One-Eyed Jacks" at the Plaza Theatre were, L to R: Paramount managing director F.E.Hutchinson and Mrs. Hutchinson, and Sir Michael and Lady Balcon. Sir Michael is one of the principals in British Telemeter Home Viewing Ltd.



LONDON - Another attendee at the "One-Eyed Jacks" premiere was Miss Barbara Lyon, actress daughter of Bebe Daniels and Ben Lyon. Flanking her are Mr. F.E.Hutchinson, at right, and Tony Reddin, Paramount's director of advertising and theatres.



BUFFALO, N.Y. - One of the interesting showmanship devices used here for "One-Eyed Jacks" at the Paramount Theatre was this spinning wheel in the shop of O'Toole's on Main St. Wheel carried four one-eyed jacks, and those who spun the pointer to one of them won a guest ticket to the movie.



DENVER, Colorado - The Towne Theatre had a very shapely girl offer a pack of cards to passing males, and the sign she carried tells the rest of the story.

BUFFALO - This poster got saturation display by all music and record establishments in this area both in advance of, and during the engagement of, Marlon Brando's "One-Eyed Jacks." The picture's theme music became extraordinarily popular locally - and those who heard, wanted to see.

HEAR THE ENTRANCING MUSIC in "ONE-EYED JACKS" on **LIBERTY** SOUND TRACK ALBUM (LOM-16001)

★ THEN SEE ★



MARLON BRANDO

and KARL MALDEN in

"ONE-EYED JACKS"

Beg. FRI. MAY 19-PARAMOUNT

SPEAKING OF ANIMALS * THE ANIMALS OF "HATARI!" HAVE A FEW THINGS TO SAY THEMSELVES.

One of the wonders of modern film production is the fact that we are able to make animals talk. They have always been able to think for themselves (oftentimes better than we have given them credit for), but now we have gotten them to translate their thoughts to the spoken word. On this page are some examples brought back by the Howard Hawks "Hatari!" unit.



"I say! - Let's not tell 'em we're really Tanganyika Democrats!"



"Now when you get to those film studios there's one thing you've got to remember -----"



"If you don't put my brother in 'Hatari!' I just won't play!"



"I'm not really a zebra - I'm just a mule in glorious black and white!"



"Boy! Will those toothpaste advertisers go for me when we get to Hollywood!"



"I should have listened to the little lady --- she told me to stay home today!"



"That's always my trouble - trying to fit into places!"

PARAMOUNT PÅ TOPPEN ÄN EN GÅNG....

Under de senaste veckorna har vi haft tillfälle att se många exempel på Paramounts högklassiga produktion, filmer som kommer oss att se mycket ljust på framtiden. Dessa är en produkt av vår studios "nya giv" som svar på vad som sedan länge pläderats: "Ge oss stora filmer och vi kommer att ge er stora pengar tillbaka".



COPENHAGEN - Two of the city's top music stores that cooperated most effectively when Elvis Presley's "G.I.Blues" was launched day-and-date in three first-release theatres. This store is Fuga Musikforlag, Falkoneralle 43. At top is Fardings Musikhandel, Istedgade 57. (The tie-ups were at no cost to Paramount).

"The Ladies' Man" will have its first New York showing Wednesday, June 28th, at the Brooklyn Paramount Theatre.

"Love In a Goldfish Bowl" also has its New York premiere as the companion attraction.



COPENHAGEN - This working Danish windmill is the beautiful setting for a dramatic incident in "The Counterfeit Traitor." It is owned and operated by Havnsø's Miller and is right on Denmark's lovely coast, where the Paramount company filmed for three days. Camera operator Louis Stein is behind the camera. George Seaton, director, is seated, with Tom Pevsner, assistant director, at right.

En av de filmer, som inger stora förhoppningar, är Hal Wallis´ starka drama "SUMMER AND SMOKE" med Laurence Harvey och Geraldine Page. Det har länge ryktats, att detta är Hal Wallis´ finaste drama och det bästa han någonsin signerat, och visningen av filmen den 29 maj kom inte påståendena på skam.

Ett ytterligare belägg för Mr. Wallis´ mångsidighet är "BLUE HAWAII", vilken inte bara ger oss Elvis Presley i absolut bästa utformning - han sjunger också inte mindre än 13 "låtar" - utan också låter Hawaii framträda för våra blickar så som ingen film tidigare förmått göra det. Den här nya Elvis Presley-filmen kommer nog att tangera det fina resultat, som uppnåddes med "G.I. BLUES".

Våra goda vänner, William Perlberg och George Seaton, kan vi i dessa dagar vara verkligt stolta över. Deras förtjusande komedi, "THE PLEASURE OF HIS COMPANY", har blivit en strå-



COPENHAGEN - In Denmark, where the bicycle is King of the Road, the two-wheelers carried the message of pleasure over the return of Elvis Presley to the screen in "G.I.Blues." In the background is the Colosseum, one of three theatres playing "G.I.Blues" day-and-date for first release.

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lande succé på Radio City Music Hall i New York liksom på hundratals platser över hela Amerika. De båda storfilms-makarna är själva just nu i Sveriges och Danmarks fagra nejder för att lägga ytterligare spänning och färg till "THE COUNTERFEIT TRAITOR", thrillern som tippas som en av 1962 års stora slagnummer.

Den stora framgången med Steve Parker-filmen "MY GEISHA", med Shirley MacLaine, har resulterat i ett planerat samarbete mellan Mr.Parkers Sachiko Productions och Paramount Pictures Corporation, avsett att täcka flera filmprojekt under de närmaste fem åren i Förenta Staterna och Japan, ett värdefullt tillskott till den långa rad av inspelningar med internationell anstrykning som Paramount släpper ut under de närmaste åren.

Marlon Brandos "ONE-EYED JACKS" hade sin första premiär utom Amerika den 15 juni och det skedde på Plaza Theatre i London. Evenemanget får ni veta mera om i nästa nummer. Nästa månad, alltså någon gång i mitten på juli, får den sedan premiär i Tokio. Mer härom senare.

Nyheterna från Hollywood ger oss också många nya namn i den nya produktionen. Yul Brynner får till exempel hjälp av unge Sal Mineo att göra den högeligen spännande äventyrsfilmen "Appointment in Zahrain", och i den äventyrsmättade "HATARI!", som Howard Hawks producerar till biopublikens båtnad, får vi för första gången se en ung aktris, vars namn flitigt nämnts under den senaste tiden. Hon heter Michele Girardon, en ung dam med just det där odefinierbara något som filmen så väl behöver. Det kontrakt, hon tecknat med Paramount löper på hela sju år. Apropå kontrakt, så har John Cassavetes "TOO LATE BLUES" slagit så bra, att Paramount lagt beslag på denne producent-regissör för fem år framåt och vi har alltså, som en följd av uppgörelsen, att se fram mot en rad "milstolpar"

Till slut har vi den stora förnöjelsen att meddela, att Danny Kayes "ON THE DOUBLE" visat sig vara den samma glädjespridaren över hela Förenta Staterna. En strålande komedi med en strålande aktör.

Paramount has a wonderful color short on the way entitled "Scandinavian Summer." Ed Faye was producer, and Paramount's Copenhagen manager, John Aarshøj, helped very materially in the film's production.

FILM EVENTS ON THE U.S.-CANADA SCENE

* * * * * * * * * *



ED SULLIVAN photo

NEW YORK - Scene at the Waldorf-Astoria testimonial dinner at which the motion picture industry honored Eric A. Johnston on the 15th anniversary of his presidency of the Motion Picture Association of America Inc. Mr. Johnston, at right, is receiving from Paramount vice-president Y.Frank Freeman the film industry's citation.



NEW YORK - Trio at the Paramount-RKO Theatres showmanship seminar on "The Ladies' Man" reported on Page 5. L to R: Fred Herkowitz, RKO Theatres' National Director of Advertising and Publicity; Jerry Lewis; and Matty Polon, Vice President, RKO Theatres.

RIGHT

NEW YORK - The Radio City Music Hall gets the Pleasure of a lot of Company as the delightful Perlberg-Seaton production, "The Pleasure of His Company" opens to queues and queues and queues.



HONOLULU - High above the Waikiki area of this colorful city, Elvis Presley and Joan Blackman prepare to record a sequence of "Blue Hawaii." Already seen by New York executives, the finished film is regarded as the most entrancing motion picture ever made against the background of Hawaii.



NEW YORK - Former United States President Harry S. Truman flanked by Paramount President Barney Balaban, at left, and David Susskind, head of Talent Associates-Paramount Ltd. The occasion was the signing of a contract for Mr. Truman to appear in a series of 26 hour-long television subjects for Talent Associates-Paramount (as reported on Page 19).



NEW YORK - Pat Stanley, popular Broadway stage comedienne, and leading lady for Jerry Lewis in "The Ladies' Man," was on hand at the RKO 58th Street Theatre for the 'sneak' preview of the very funny comedy.



"PSYCHO," CONQUERING THE THRILL-SEEKING WORLD, SMITES URUGUAY



MONTEVIDEO, Uruguay - These three shots outside the 18 de Julio Theatre have one thing in common --- they all depict the Uruguayan struggle to get inside the theatre to see Alffed Hitchcock's "Psycho." As of May 24th, the picture was breaking all records in the history of the theatre. Let us quote the words of Mr. E. Wallfisch of Select Films, distributor of Paramount product in Uruguay: "There has seldom been seen in Montevideo such excitement for the release of a picture. Without doubt, 'Psycho' will stay in our theatre for many weeks - with terrific box-office results."

Uruguayan premiere of "Psycho" produced the following exciting cable from Sam Bekeris, Paramount managing director in Argentina:

"PSYCHO" OPENED MAY EIGHTEENTH HOLIDAY THEATRE 18 DE JULIO MONTEVIDEO WITH CROWDS STORMING THEATRE FORCING EXHIBITOR CALL POLICE. "PSYCHO" GROSSED A FIGURE IN URUGUAYAN PESOS ESTABLISHING AN ABSOLUTE RECORD AND OUTGROSSING ANY PICTURE PLAYED IN THIS THEATRE.

-BEKERIS

New Zealand...

has joined the "Psycho"-success ranks. A cable to Mr. Perkins in New York from Robert L. Graham in Sydney says:

CRAIG ADVISES QUOTE AM PLEASED ADVISE "PSYCHO" IN FIRST WEEK MAJESTIC WELLINGTON HAS BROKEN ALL TIME RECORD GROSS UNQUOTE.

(Stanley H. Craig is Paramount general manager in New Zealand).

Knowing what a property he had with this Alfred Hitchcock picture, Mr. Bekeris kept the pad of cable blanks handy. And sure enough a few days later he again cabled Mr. Perkins in New York:

"PSYCHO" CORDOBA THEATRE GRAN REX. EXHIBITOR ANNOUNCED MIDNIGHT SHOW MAY TWENTY TWENTYONE WITH RESULT PUBLIC FILLED THEATRE BEYOND CAPACITY AND TO MEET DEMANDS OVERFLOW EXHIBITOR FORCED TO OPEN DOORS THEATRE GENERAL PAZ NEARBY. THIS BEING FIRST TIME IN HISTORY OF SHOW BUSINESS. OPENING DAY GRAN REX AND MIDNIGHT SHOW BOTH SET ALL TIME RECORDS. NEWS LATER REGARDING MONTEVIDEO AND MENDOZA.

-BEKERIS



It should be of great interest to all concerned to note that throughout the world "Psycho" continues to be released and presented only under the plan originated at the inception of release - namely, that the policy of no one being admitted after the start of the picture be rigidly enforced.

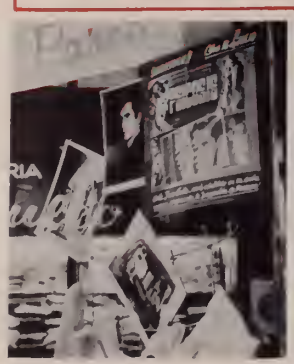


BANGKOK, Thailand - A thorough job of showmanship, in Thai, Chinese and English, was done on the exterior of the magnificent Paramount Theatre for the premiere of "Psycho." Event was an enormous success. (Next issue we will have pictures of the Royal attendance at the Paramount).

@@@@@

LEFT

BANGKOK - Stairway of the building in which the Paramount office is located, with a special admonition concerning the ending to "Psycho." Mr. Hitchcock's message certainly has travelled around the world.



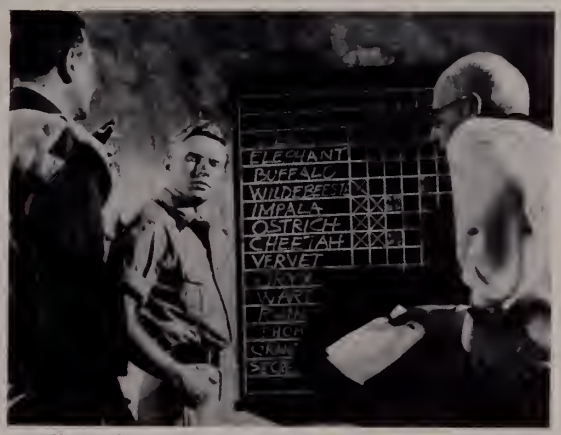
MONTEVIDEO, Uruguay - One of the many effective window tie-ups secured by the Cine 18 de Julio in connection with the highly successful launching of "Psycho" last month.

"HATARI!" IS A MANY THRILL-PACKED THING



As a practical indication of thanks, producer Howard Hawks presented the Tanganyika government with 14 motor vehicles in appreciation of help given to the film unit by that territory during shooting of "Hatari!"

The trucks, valued at $50,000, were used by Hawks for scenes showing chase and capture of wild jungle animals. Types of trucks ranged from jeeps to heavy wagons.



Here is how the score was kept on the capturing of the animals in "Hatari!" Co-stars John Wayne and Hardy Kruger are at left; producer Howard Hawks at right. Indicated here is the wide variety of jungle denizens to be seen in this highly exciting adventure film.

How long has it been since you leaped into your brand spanking new compact car and rounded up a lumbering old unfriendly rhinoceros? Well, in the incident above, John Wayne has just done something like this, with special "Hatari!" photographer Willy Rizzo catching the action for all the world to see.



Even darkest Africa is not beyond the 'eternal triangle' belt; and in this one, Michele Giradon appears to be the 'hypotenuse,' with Hardy Kruger (left) and Red Buttons the other two sides of the geometric pattern.



"Hatari!" elephants appear to be free-thinkers --- and free-goers. They like to go where the impulse takes them. This one wants a drink at the hotel bar, and although he is taking his own drinking 'facility' with him, he's going to be told that he's a minor -- and will have to be content with Coca-Cola.

John Wayne and Red Buttons seem scared that the small pachydern has never heard of the famous drink.

GO BACK to Page 39 of last issue and in the interests of accuracy note our three errors (made only because we were captioning from uncaptioned stills). The subject of the page was "Hatari!" and these were our errors:

The animal disturbing Elsa Martinelli is a cheetah, not a leopard; the baby elephants are Tanganyika natives, not from Kenya; and Elsa was 'tubbing,' not showering. The only shower in Arusha was installed by the technicians for Howard Hawks. Tubs for everyone else.





Their animal-hunting comrade, Bruce Cabot, has been badly gored in the rhinoceros capture, so Michele Giradon and Hardy Kruger silently sit out a grim hospital vigil. (P.S. Cabot recovers!)

—

LEFT

While uptown on separate shopping missions, both Elsa Martinelli and the baby elephant learned that there was just one room left in the hotel, so they marathoned back. As you can see, in the photo finish, the elephant won by a trunk - which incidentally was all the baggage he had.

In Chicago, disc jockeys Millard Hansen, of WCFL, Marty Faye (WAAF) and Mike Holiday (WJJD) invited listeners to write and indicate why they would like "The Pleasure of His Company" (meaning the company of the disc jockey) for a night on the town. The night on the town included champagne dinner at "Diamond Jim's" and two tickets to see "The Pleasure of His Company" at the Chicago Theatre.

Responses to the three stations ran far into the hundreds.



George Peppard is quite unforgettable in "Breakfast At Tiffany's," so you should get to know him quite well. This close-up shot should help.



SANTIAGO, Chile - This special stand was placed at the entrance to the Imperio Theatre here during the run of "A Touch of Larceny" and attracted a great deal of attention - and also stimulated enough curiosity to lead a lot of people to the theatre's box-office.

DAFFYNITION --

Guaranteed Annual Wage: Alimony.



NEW YORK - Barney Balaban, third from left, Paramount president, is cited by friends of the United Jewish Appeal with the David Ben-Gurion plaque for his "outstanding leadership, devotion and vision in the service of philanthropy." Congratulating Mr. Balaban are, left to right: Jack H. Levin, Irving H.Greenfield, Edward B. Lawson, Emanuel Frisch and Burton E. Robbins.

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NEW ORLEANS Vacations have started in our branch. Clyde Daigle, Office Manager, has returned from his third week of vacation. He made some improvements on his home and we understand he is quite an experienced painter. Milton Aufdemorte, Salesman, took one week of his vacation to entertain his family from out of town.

Dave Richoux, Cashier, and Eddie Richard, Booker, with their respective families, are spending two weeks at a camp in North Louisiana. They expect to catch all the fish, go boating every day and swimming too. Sounds like great fun.

Clayton Casbergue, Booker, returned from a week of his vacation also. He and his family visited relatives in CottonPort, La. However, we understand Clayton missed New Orleans with its bright lights and entertainment.

Joan Troncoso's son, Mannie, celebrated his first Communion Day recently.

Althea Suarez, Ledger Clerk, became a grandaunt on June 6th. Congratulations, Althea. Try not to spoil the little girl too much

Ann Balencie, former Paramount Cashier, gave birth to a fine baby girl on June 15th. Congratulations, Ann.

Branch Manager Bill Holliday's son, Hoppy, recently graduated from High School and has enlisted in the Navy. All our good wishes go with you, Hoppy.

Mr. Holliday, being a peach of a fellow himself, distributed peaches to the entire office force the other day. We were all delighted with the gift.

Butch Favre, son of Della Jean Favre, Ass't. Cashier, was recently promoted to Airman 2/C in the U. S. Air Force.

-Della Jean Favre

T O P PRODUCT NEWS

"Escape from Zahrain" is the new title for the forthcoming Technicolor adventure drama starring Yul Brynner, Sal Mineo, Madlyn Rhue and Jack Warden, with Ronald Neame producing and directing....."Breakfast at Tiffany's," co-starring Audrey Hepburn and George Peppard, will be released nationally in September..... "Sylvia," starring Paul Newman, to be produced by Martin Poll, and directed by Martin Ritt, will start production in December of this year....Producer-director William Wellman has entered into a co-producing agreement with Paramount for the filming of the Max Evans novel, "The Rounders"....."The Counterfeit Traitor," Perlberg-Seaton production co-starring William Holden and Lilli Palmer, resumed production in Copenhagen on June 12th...Italian actress Claudia Cardinale, one of Europe's fastest rising young stars, has been signed for the leading female role in "The Iron Men," a Paramount release starring Sidney Poitier and directed by John Cassavetes.....Noted Hollywood cinematographer Ellsworth Fredricks is filming "Escape From Zahrain," now in production in California. Yul Brynner, Sal Mineo, Madlyn Rhue and Jack Warden have the top roles.



Audrey Samples George's Drink

"Suzie" Sweeps Australia.....

News of the triumphant success of "The World of Suzie Wong" will be found in many parts of this issue. The picture has developed into a truly international bonanza. Typical of this is the following cable to Paramount International's president, James E. Perkins, from Australian managing director Robert L.Graham:

"SUZIE" BROKE ALL EXISTING RECORDS PRINCE EDWARD, SYDNEY, INCLUDING "COMMANDMENTS," "PSYCHO," FINISHING WEEK WITH (a figure that proved the point) AND WITH ADVANCE BOOKINGS VERY HEAVY. OPENS TODAY OTHER CAPITAL CITIES.....ALL AUSTRALIA LOVES "SUZIE" GRAHAM

On Page 4 there is an indication of how "Suzie" did in those other Australian cities. And here's a further cablegram from Mr. Graham giving the facts on the second week:

SECOND WEEK"SUZIE" PRINCE EDWARD SYDNEY ONLY 58 POUNDS BELOW RECORD BREAKING FIRST, AND IS 500 POUNDS ABOVE PREVIOUS ALL-TIME RECORD..... BUSINESS ALL CITIES ABSOLUTELY ASTOUNDING AND ASSURES PICTURE SET FOR LONG RUNS EVERYWHERE.

NEW YORK It is indeed a pleasure to see the excellent grosses "The Pleasure Of His Company" has turned in at the Radio City Music Hall.

The Sales and booking staff are securing play dates for Paramount Weeks July 12th through 25th and are striving for 100% representation, and considerable emphasis on short subject bookings, which have shown a definite increase in dollar delivery.

We welcome Art Hessel, who has joined our ranks as booker. Also a welcome to Rae Herman, customers' ledger clerk. Vacationing at present is Barbara Cook.

- Gene Newman

in "Blue Hawaii"?

DANNY KAYE DOES HIS "KAYE-FOR-A-DAY" STINT IN MILWAUKEE



Arriving in Milwaukee, Danny Kaye is met at the airport by (at left) Bernie Strachota, Chief Barker of the Milwaukee Variety Tent, and Ben Marcus, President of Marcus Theatres and head of the Milwaukee Variety Tent Children's Charity.



MILWAUKEE, Wisconsin -- At the recent Variety Clubs International Convention in Miami Beach, a raffle won for the owner of the Riverside Theatre here the services of Danny Kaye for a day in connection with the showing of "On the Double," the comedy star's latest Paramount release. On June 16th, Danny was on hand for a full day of activities in Milwaukee. Above, he is selling tickets in the box office of the Riverside Theatre.



Danny Kaye meets the members of the Paramount sales organization in Milwaukee. L to R: Al Taylor, Regional Sales Manager; John Stock, Edith Glaser, Sondra Matheny and Ward Pennington, Branch Manager.



Danny Kaye on the stage of the Riverside Theatre. He made three of these appearances during his day in the city.



Named "King For A Day" in Milwaukee, Danny meets his "Queen For A Day." She is Mrs. Ann Ammann, a Milwaukee housewife and mother of 4 children. She was selected from contestants in a 2-week letter-writing contest conducted by radio station WRIT, Milwaukee.





Lani Kai, Ralph Hanalei, Frank Atienza and Jose de Vega join Elvis Presley in singing the joys of "Blue Hawaii."

Paramount WORLD
Vol. 7 No. 7 July, 1961



udrey's Back in a Jewel of a Comedy

Appointments



C.V.McMAINS

Charles V. McMains has joined Paramount Pictures as graphic arts purchasing agent. He succeeds Mrs. Agnes Mengel Grew, who retired last month after more than 40 years of service with the company.

McMains comes to Paramount from J.C. Penney Company, where he was production manager of graphic arts. Prior to that he was collateral production manager for Fuller & Smith & Ross, New York advertising agency, and graphic arts purchasing agent for the U.S.Rubber Co.

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NICK MAMULA

Nicholas Mamula has been appointed publicity manager for Paramount Pictures, it was announced by Martin Davis, director of advertising, publicity and exploitation.

With headquarters in New York, Mamula succeeds Harold Rand, who resigned to form his own public relations office. Saul Cooper continues as Paramount Pictures' assistant publicity manager.

Mamula resigned as director of informational services in the New York office of Campbell-Ewald Co., advertising agency, to accept his new post. Previously he was Eastern publicity manager for the David O. Selznick Enterprises, and also headed New York publicity for United Artists Corporation.

PROVOCATIVE THOUGHT

The Hollywood Reporter of July 7th carried an editorial critical of certain types of film sent into the international market these days. Squarely in the centre was this tribute to trade marks:

"...European moviegoers, he (Mitchell Kowal) reports, are strong for trademarks - MGM, Warners, Disney, Paramount,etc. So when a couple of quickie TV films stuck together are passed off on them as a feature under a Hollywood studio trademark that took 30 or 40 years to build up, the damage to the company's reputation is considerable....."

SHOWMANSHIP PLUS!

In connection with the success story on "One-Eyed Jacks" in Japan, chronicled in the adjoining column, do not miss the astounding showmanship story relating to this on Page 26 of this issue.

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Volume 7, Number 7 July, 1961 ALBERT DEANE, Editor

P A R A M O U N - T O P I C S More than any other issue within history, this present number depicts the growth and extensiveness of the Paramount Pictures organization under the far-seeing and imaginative direction of our president, Barney Balaban. We have growing news of Telemeter, KTLA, Paramount Television Productions and Dot Records, to mention but a few of the wholly-owned Paramount subsidiaries. Inspiring, too, is the soaring growth of the Autometric Corporation, another division of Paramount Pictures Corporation, under its direction of its president, Paul Raibourn, who is a vice-president of Paramount. Also being watched with deep interest are the individual progressions of Chromatic Laboratories and Talent Associates-Paramount Limited, two other vital members of the vast and growing Paramount family. All of these, taken in conjunction with our fine current and future program of revenue-producing pictures - the backbone of our organization - point to a glowing picture for the immediate days ahead.....A very fine example of the real spirit of cooperation between Martin Davis' national department of advertising and publicity and the international dept., is provided by the comprehensiveness of the showmanship manual reported on Page 31.

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"Suzie Wong" Registering Socko Philippines Business

Far East Division Manager Svend Henriksen and Philippines Manager A. S. Velasquez smiled broadly as they affixed their signatures to the following cable concerning "The World of Suzie Wong":

OPENING OF "SUZIE WONG" MANILA ADVANCED IN ORDER TAKE ADVANTAGE FOUR HOLIDAYS. HAPPY ADVISE GALA PREMIERE WEDNESDAY NIGHT (June 28) ATTENDED BY CAPACITY AUDIENCE AND SMASHING SUCCESS. OFFICIAL OPENING THURSDAY GROSS VERY CLOSE TO RECORD OF ANY PARAMOUNT PICTURE. EXCELLENT CAMPAIGN. WONDERFUL PRESS-AUDIENCE REACTION

VELASQUEZ HENRIKSEN

"ONE-EYED JACKS" IS/ARE WINNING JACKPOTS OVERSEAS

The international news about "One-Eyed Jacks" to supplement the London release story on Page 11 is beginning to roll in to Paramount International's president, James E. Perkins.

J A P A N

Opening report from Tokyo, over the signature of general manager N. Metori, said: JACKS OPENING DAY ATTENDANCE 5618, SUNDAY 7171 (*) OPENING DAY'S FIGURE HIGHEST FOR WEEKDAY OPENING AT HIBIYA EXCEPT FOR "PSYCHO." (*) Grosses omitted.

SPAIN

A cable from Paris signed jointly by John B. Nathan,general manager for Continental Europe, and Henri Michaud, assistant general manager, tells of the presentation of the Marlon Brando film at the San Sebastian Film Festival: FRANK SITER REPORTS "JACKS" UNPRECEDENTED SENSATION AT SAN SEBASTIAN FESTIVAL WRITING FULL DETAILS.

What Our Cover Girl is Gazing At.

"B. A. T"

In her newest and most shining picture, A u d r e y H e p b u r n gives a glowing portrait of a many-faceted modern miss -- one who scores far more often than she misses.

She looks at life, love and happiness, and all of the schemings connected with them. She practices living on next to nothing while living next to the lap of luxury. Among other things, she reduces the practice of going to the powder room to an exact financial science.

In matters of love she can cross Niagara Falls on a tightrope without falling,and can say the darndest things without receiving a punch on her pretty, pert nose; while in a pinch she can retain her dignity and not punch the pincher.



THE GIRL ON THE COVER is the girl on this page. The place on the cover is the place on this page. The girl is Audrey Hepburn; the place is Tiffany & Co. Both are the genuine article.

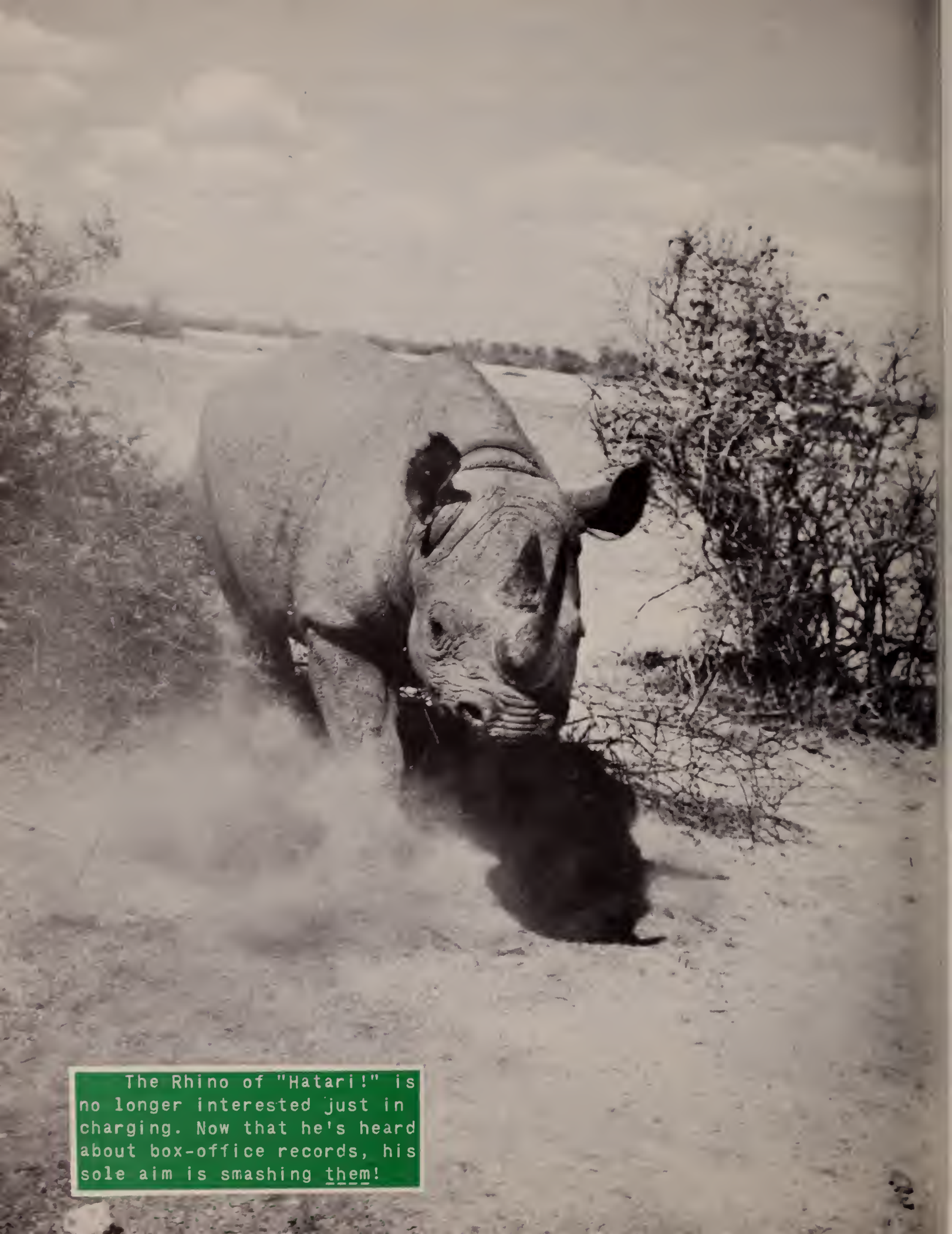


Her life, as pictured in this merry Manhattan melange, begins with the world's most celebrated jewel establishment - and the uses to which she subjects the place are far more those of hilarity than those of adversity.

Everything she does is in fun, and for fun, and audiences everywhere will love her for it.

Audrey's Paramount record is indeed a glowing one, beginning with the hitherto unequalled "Roman Holiday." We have always believed in her very early declaration that she had a special affection for the company that made that picture; and we feel that it will be in this spirit that you will first view this newest film of her's, and will then plan to have it reach the multi-millions of Audrey's fans around the globe.....Don't forget that Audrey also sings in the picture. But the singing that will count most in the long run will be the praises sung by the millions in all lands for the gaiety, the glamor and the sheer wonderful entertainment of

"Breakfast at Tiffany's"



The Rhino of "Hatari!" is no longer interested just in charging. Now that he's heard about box-office records, his sole aim is smashing them!





Crowds like these at the RKO Theatres in Brooklyn (right) and New Rochelle (left) indicate measure of enthusiasm greeting the peripatetic Jerry wherever he went in his two-day coverage of 27 theatres.

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A TYPHOON NAMED "LEWIS" INVADES NEW YORK AREA MAKING ENTIRE POPULATION "LADIES' MAN"-CONSCIOUS

July 12 and 13, 1961, are registered on New York City's earthquake seismograph records as "showmanship shock days." On those two days, a peripatetic mirthquake-producer named Jerry Lewis, aided by a Paramount-RKO caravan, made personal appearances at 27 local RKO cinemas, delighting hundreds of thousands of fans, and leaving in his wake the conviction that a laughfilm called "The Ladies' Man", in which he just happened to star, is pure, unalloyed fun, clear through.



Jerry's special air-conditioned bus necessarily had to be his dressing room also.



A typical Lewis performance, gloriously extemporaneous, with the special policemen standing by ready to whisk him to the next engagement. Average performance at each of the 27 theatres was 20 minutes.



The special policemen were skilled in the flying-wedge formation that is necessary to expedite the passage of notables these days.

Jerry's schedule covered both day and night appearances, and the crowds were on hand both day and night, making "The Ladies' Man" virtually a twentyfour hours attraction.



All photograph coverage of the Jerry Lewis personal appearance tour, by Ed SULLIVAN.

Occasionally Jerry viewed proceedings from the bus driver's point of view.





New York Times advertisement over three columns, detailing the 'tight' itinerary of Jerry's personal appearance marathon, and also expressing the thanks and good wishes of all of the managers of the RKO Theatres involved.

A Jerry Lewis production that the world is NOT going to see was made in conjunction with this rather astounding cavalcade of 27 personal appearances in 27 theatres in 2 days. Jerry engaged his own film cameraman to shoot the entire proceedings. The result: An hour-long film made for the benefit of the Lewis children, Patti and Jerry Lewis, and the great legion of Lewis friends.

OTHER GLIMPSES OF THE JERRY LEWIS CAVALCADE AROUND NEW YORK WILL BE FOUND SPREAD THROUGHOUT THIS ISSUE.

NEWS FROM THE U. S. SECTOR



Audrey Hepburn, George Peppard and a feline character known simply as 'Cat' have a pretty soggy time at this point in "Breakfast At Tiffany's" - but all ends happily in this madly mixed-up Manhattan merriment.



Elsa Martinelli in "Hatari!" has just put on her facial cream for the night and is about to retire when a cheetah pops in to wish her "bonne nuit." How'd you like that, girls?

CHARLOTTE Joe Cutrell, Salesman, was the envy of his pals recently when he served as judge in the Roan Mountain, Tennessee, Rhododendron Queen Contest. The sponsors must be pleased with Joe's service, as he has served before as a judge.

Charlotte Music Theatre at Ovens Auditorium is providing summer entertainment for theatregoers who enjoy live acting. Among shows to be seen this summer are: "Destry Rides Again", with Hugh O'Brian; "Gentlemen Prefer Blondes", with Betsy Palmer; and "Showboat", with Dorothy Collins.

North Carolina experienced the coolest May and June in many a year, but now we think that summer weather has finally arrived.

The following Paramounteers have enjoyed vacations: Jack G. King, at home and at the beach; Sara Short, at home spring cleaning; Stella Lavender, Trip to New York to see some shows; Yates Pryor moved into brand new home; Polly Morris, at the beach; and Tommy Lambert, at a Florida beach.

We welcome Teresa Wilkinson, booking clerk, who replaced Anne Davis who resigned, to await a visit from the stork.

We are happy to report that Eleanor Helm's ear operation at the Presbyterian Hospital in New York in May was a complete success.

-Mildred Hoover

"Pleasure Of His Company" Berlin Film Festival Triumph

John B. Nathan in Paris quotes German general manager Hugo Stramer as reporting that the presentation of Perlberg-Seaton's "THE PLEASURE OF HIS COMPANY" at the Berlin Film Festival as being most successful. Said Stramer:

> "The theatre was jammed and the reaction of the audience was just wonderful. They enjoyed the picture immensely; there were several applause breaks during the performance. At the end of the picture there was great applause....."

NEW ORLEANS Rain, Rain, Go Away ..... That's becoming the theme song of the New Orleans Paramounteers. We've had continuous rain for so long, when the sun does come out once in a while it almost blinds you.

Branch Manager Bill Holliday's wife, Henrietta, just out of the hospital after a brief stay after injuring her back ..... She's doing fine now.

Vacations are at somewhat of a standstill during the months of July and August and everyone is working hard to accomplish the 100% goal for "Paramount Weeks".

Beverly Oubre, Ledger Clerk, and her husband trying to escape the rain by getting out of town. They spent a weekend at a camp in Chickapin, La. This weekend they'll try Biloxi, Mississippi. Hope the rain doesn't follow them there. Joan Troncoso, Branch Manager's secretary and her husband also heading for the gulf coast for a weekend.

Ass't. Cashier, Della Jean Favre, and husband, Eddie, celebrated their 28th wedding anniversary July 15. Congratulations, Della and Eddie Hope you have many, many more happy years. Miss

(Continued on Page 18)

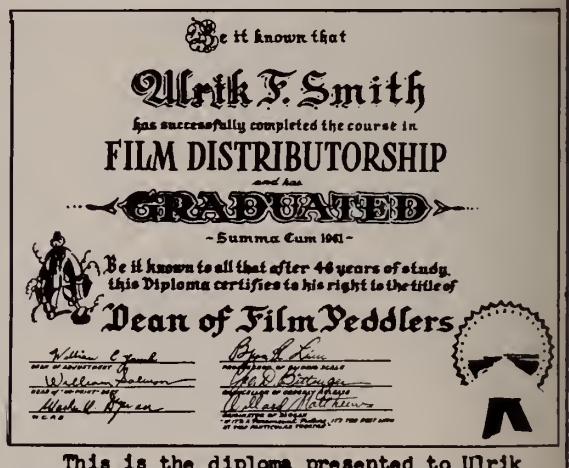
Affectionate Tribute To an Ace Paramounteer



Ulrik F. Smith, whose retirement from the Paramount scene after 47 years of Paramount service is reported elsewhere, was 'lured' into an exhibitor luncheon in Scranton, Pennsylvania, and ended up with some nostalgic souvenirs of the greatest personal merit.

Ulrik has been Paramount branch manager in Philadelphia almost since the early days of the Liberty Bell, and the Scranton luncheon was but one facet of the enormous esteem in which he is held by the film industry.

'Conspirators' in the luncheon plot were 13 members of the renowned Comerford Circuit, many of whom, in Ulrik's own words, he has known for 'nigh on to 30 years.' Event was held June 30th at the Scranton Club, and the six shown with the honored guest (right) are: Seated, L to R - William Salmons, Byron Linn, William Yurasko. Standing - Lloyd Hause, Edward Kelly, Willard Matthews.



This is the diploma presented to Ulrik F. Smith by the Comerford Contingent. Note that even though it comes from an exhibitor organization, it still bears the Paramount Trade Mark.

This issue literally glows with news of the international success of "One-Eyed Jacks"!

AUSTRALIA'S MAGNIFICENT SHOWMANSHIP CAMPAIGN FOR "THE WORLD OF SUZIE WONG"

Superb, stunning showmanship by Paramount forces led by Alan Wardrope, advertising and publicity director, under the able generalship of managing director Robert L. Graham, has produced for "The World of Suzie Wong" a measure of success on a national basis virtually without equal. On this page, and on the regular Australian page, will be found some measure of this showmanship triumph. Even more powerful evidence will be found in the revenue reports of both Paramount and the theatres fortunate enough to present this film gold-mine.



BRISBANE - Miss Elma Clarke, of Manly, won one of the "World of Suzie Wong" contests by correctly estimating the value of the "Suzie Wong Trip to Hong-Kong." This contest was one phase of one of the greatest national showmanship campaigns ever associated with a motion picture. This particular contest, sponsored by Paramount and the Wintergarden Theatre, was backed by Brisbane's daily newspaper, The Telegraph.

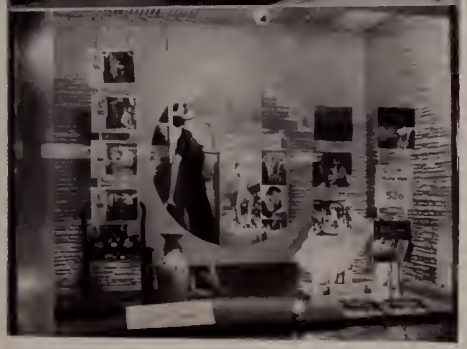
Miss Clarke will be accompanied to Hongkong by her sister.

Mr. Graham was in New York at the time of our going to press and cited some of the records already achieved by "Suzie Wong" in the Australian capital cities. For instance, at the Prince Edward in Sydney, where the picture was then in its 7th week, the receipts had far outstripped the business for any picture in the almost-40-year history of the theatre. This included "The Ten Commandments" and "Psycho."

Asked what he thought would be the length of the engagement at the Prince Edward, Mr. Graham replied that he had originally forecast a run of 20 weeks, but he now was sure that this was an understatement.

More Australian showmanship on "The World of Suzie Wong" on Page 15.





PERTH - This West Australian city's superlative showmanship campaign for "Suzie Wong" pulled out all the stops -- and pulled in all the crowds. Boans Limited, the state's top department store, won the admiration, and the attention, of thousands with this most effective window display. AT TOP - The arcade of the Piccadilly Theatre, with its thatched-top box-office, ample posters and myriad Chinese lanterns.



PERTH, Western Australia - South Perth housewife Eileen Rutter was chosen Western Australia's Loveliest Girl in a Cheongsam in a contest conducted by City Theatres Pty. Ltd. in conjunction with The Sunday Times. She thus won for herself and her husband (radio announcer John Rutter) a week's holiday in Hongkong, glamorous locale of "The World of Suzie Wong."



The 18 finalists in the Perth contest as they appeared on the stage of the Piccadilly Theatre. Presenting them is popular radio personality Johnny Fryer. Winner, Eileen Rutter, is sixth from left. Being a model, she knew what to do with her hands, especially in a contest relating to the Orient.

(The Piccadilly, presenting "The World of Suzie Wong," enjoyed record-shattering business).



ADELAIDE - Crowds queue in the lantern-lit foyer of the Majestic Theatre, and the overflow goes into the street and into the next block. Good reasons why "The World of "Suzie Wong" is outgrossing "Psycho."



THUS GOES "THE TEN COMMANDMENTS" - EVEN UNTO THE 2ND & 3RD ENGAGEMENTS!

We remain prouder than ever of the fact that since the middle of 1953 there has been at least one page in every issue of Paramount World devoted to Cecil B. DeMille's production,"The Ten Commandments." And whilever we have news such as that from Singapore and India, on the present page, this inspiring state of affairs should continue for years to come.

Massive 3rd.-Run Showing

SINGAPORE - "The Ten Commandments" has returned here for a third-run round of engagements and has met with a towering success. Shown above is the scene at the Cathay Organisation's New Alhambra Theatre when the house scheduled a series of only-for-schoolchildren screenings.



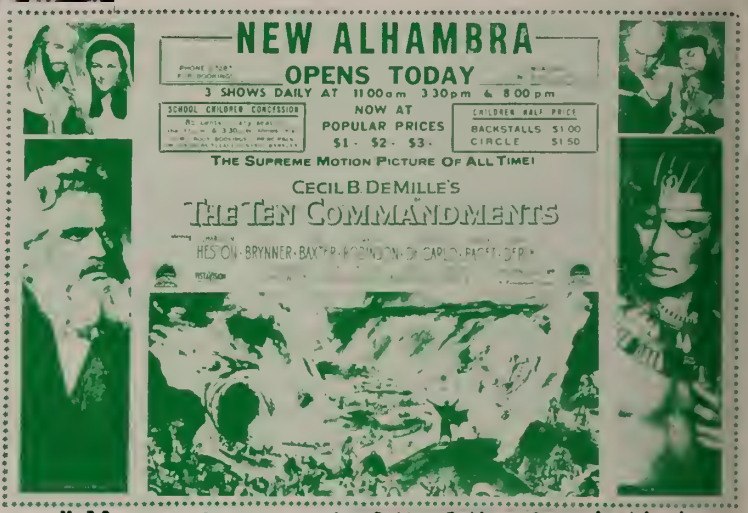


On the occasion of the two earlier releases of the mighty Cecil B. DeMille production, the screenings arranged by the Cathay Organisation resulted in 60,000 children, with their teachers, seeing the picture.

Ten thousand more already have seen the picture during the present third run, and at least 15,000 more are expected at other screenings already arranged during the daytime; so that in all, a total of 75,000 school children will have seen "The Ten Commandments" during its three seasons here.

(At left)

SINGAPORE - Two glimpses of the throng of school children on hand to see "The Ten Commandments" at the New Alhambra.



Half-page advertisement of the Cathay Organisation's New Alhambra Theatre announcing the third engagement of "The Ten Commandments" in Singapore, and placing special stress on reduced prices for school children. Enormous success of this engagement presents further proof of the timelessness of Cecil B. DeMille's production.

How's Progress in the International Poster Contest?

Last month we published details of a most interesting poster contest, open to all film publicists throughout the world.

If YOU haven't already sprung into action, get that June issue and take your steps towards participation.

We are of course most hopeful that some Paramounteers will share in the top honors when judging commences after the close of the Contest on October 31st.

Whatever the outcome, however, we are going to devote a good deal of space to top Paramount entries in issues after the judging has been completed. It is going to be a wonderful way to demonstrate your poster-ability.

Still Paramount in India

"THE TEN COMMANDMENTS" continues to be an extraordinarily powerful motion picture medium throughout India. Paramount's general manager, K. S. Vaidyanathan, writes with understandable pride about this in the following terms:



K.S. VAIDYANATHAN

"I am sure it will be of special interest to you to know that THE TEN COMMANDMENTS, which we released here in January 1958, still continues to establish new records everywhere in India. We have just completed the first week at the Mohan Theatre, Chirala (an up-country town) with a record gross of more than two and a half times that of Indian films. The Mohan usually plays only Indian language films. The local population speaks Telugu and normally see Telugu films only.

"I am also very glad to advise that THE TEN COMMANDMENTS has set an all-time record even for repeat engagements in India. In the city of Bombay itself we have already had more than 25 engagements and will certainly have many more. Even very outstanding Indian films do not get more than seven or eight runs in Bombay."

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NEWS OF THE DIVISIONS OF PARAMOUNT PICTURES CORPORATION.....AUTOMETRIC CORPORATION, DOT RECORDS, K.T.L.A.-PARAMOUNT TELEVISION PRODUCTIONS, TALENT ASSOCIATES-PARAMOUNT



NEW YORK, N.Y. - Members of the Society of Women Engineers, en route from the National SWE Convention in Boston, stop to visit Autometric and Paramount in New York City. Seated at lunch at Sardi's are, L to R: Miss Lenore Goodkin, Document Control, Autometric, NYC; Miss Ann Hanson, Civil Engineer, City of Detroit, Detroit, Mich.; Miss Mary Killilea, Systems Staff Engineer, Autometric, NYC; Miss Aldyth Reichenbach, Secretary to Paramount President Barney Balaban; Mrs. Stella Berbynuk, Management Engineer, Detroit, Mich.; Mrs. Olive Salembier, Packaging Engineer, Phoenix, Arizona.



ED SULLIVAN photo

WILLIAM WEITZEN

William Weitzen, former Deputy Assistant Secretary of the United States Air Force for Development, has been appointed regional vice president, Washington, D.C. Area Operations of Autometric Corporation, it is announced by Paul Raibourn, president of the company.

Mr. Weitzen's extensive management experience in complex technical programs and his broad background in research and development will be directly applicable to Autometric's present interests in the fields of data reduction, reconnaissance, mapping and charting geodetic studies, and various advanced space projects.

From January 1956 until joining Autometric, Mr. Weitzen was Deputy for Development in the office of the Assistant Secretary of the Air Force for Research and Development, Washington, D.C. In this position, he was responsible for directing, evaluating and coordinating for the Assistant Secretary programs and policies in the area of military weapon systems, supporting systems, technical developments and applied research.

Mr. Weitzen has been closely connected with many top priority national military Research and Development programs, such as Aerospace Plane, Ion Propulsion, High Energy Fuels, SLAM, Nuclear Propulsion, Laminar Flow Control Advanced Development Aircraft, STOL and V/STOL, and many missile and combat aircraft weapon systems presently in our Defense inventory; and he has been instrumental in formulating actions which initiated much of this important defense work.

While on the Air Force Secretary's staff, Mr. Weitzen participated in top Department of Defense committee activities, and has worked with the Research and Engineering Policy Council, the Air Force's Scientific Advisory Board, the National Aeronautics and Space Administration, the Federal Aviation Agency, foreign air ministries, and leading scientists of the American community.

Born in New York City in 1915, Mr. Weitzen graduated from the College of the City of New York in 1936 with a Bachelor's degree in Mechanical Engineering. He further pursued advanced graduate studies at Ohio State; the Air Command and Staff School; George Washington University; and he was the first Air Force Research and Development civilian to attend the Industrial College of the Armed Forces.



NEW GENERAL SALES MANAGER OF K T L A

Appointment of Jack Donahue (left) as General Sales Manager for KTLA, Paramount Television Productions, Inc., was announced July 3rd by S.L.Adler, Vice President and General Manager of the Los Angeles independent.

Donahue's elevation to this post follows a three-year tenure at KTLA, the past two as National Sales Manager following service as Assistant General Sales Manager.

His background in broadcasting began in 1941 when he joined the CBS owned and operated radio station KNX in Los Angeles. He left there to serve as a pilot in the U.S.Air Force. In 1951 Donahue returned to CBS and KNX, filling a number of posts, and finally that of Sales Manager for the Pacific Coast, CBS Radio Network Spot Sales, which he vacated in 1958 to join KTLA.



RIGHT

RANDY WOOD, president of Dot Records and a vice president of Paramount Pictures Corporation, electrified the stockholders at last month's Paramount Pictures annual meeting with his Dot revenue figures for 1960. Here he is on the cover of Cash Box (the weekly voice of the record industry) proving that successes for Dot follow one another in speedy succession. With him at left is internationally popular band leader, Lawrence Welk. In centre: Sam Lutz, Welk's manager.

INTERESTING EVENTS IN THE BRITISH FILM WORLD



WAKEFIELD - Showmanship for "The World of Suzie Wong" throughout Britain was complete and far-reaching. The Tony Reddin forces again did an ace job with this one. An example is the above glimpse into the establishment of Homecraft Supplies Ltd., at Kirgate. The Playhouse of the Essoldo circuit got in some splendid work here, with prominent mention of the film and theatre in the display, and with the attractive salesladies complete in cheongsams.

In connection with the release of "All In A Night's Work" over the A.B.C. circuit, the management distributed 40,000 cards in envelopes marked "HURRY, HURRY, HURRY!" Cards bore the now famous en-toweled figure of Shirley MacLaine, the film's title and star names, and the injunction to "Come as you are! to see...."



LIVERPOOL - In advance of the opening of "The Rat Race" at the Gaumont here, the management made a most effective display of winning motor cycles from the world famous T.T. races. Note the line saying "This film is faster, rougher than any T.T. race!"



LONDON - Paramount's national campaign with the Telemac "Suzie Wong"-inspired weatherwear was the basis for this attractive window given by Cullmores, Ltd., when the film played the Odeon, Bournemouth, one of Britain's foremost seaside vacation spots.



LONDON - There are window displays and window displays, and the best of them all is the 100% window display. As, for instance, this one devoted entirely to the Fontana film paper-back edition of "The World of Suzie Wong." Display was arranged by the Cinema House, Hale, in the local branch of W.H.Smith & Sons, the eminent booksellers and stationers.

O-Kaye Plus! in London

The Daily Cinema, Britain's eminent film trade paper, sums up Danny Kaye's "On the Double" in these terms:

DANNY KAYE PUTS UP A RIOTOUSLY FUNNY SHOW AS THE RELUCTANT WARTIME HERO WITH "DOUBLE" TROUBLE. THE PLOT GETS A HANDSOME PRODUCTION AND YEOMAN SUPPORT FROM A LARGELY BRITISH CAST. BOX OFFICE POTENTIAL: DEFINITELY O-KAYE PLUS!



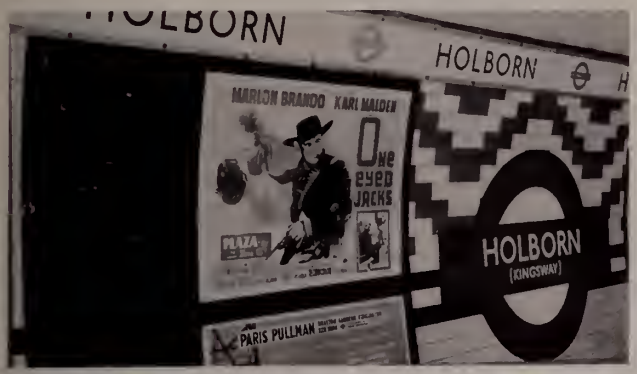
AT LEFT

LONDON - Paramount is very proud of the use to which the original paintings inspired by "One-Eyed Jacks" have been put in this city. As shown at left, two of them have been placed in the important tailoring firm of Marshall & Snelgrove Limited, Oxford Street, a renowned establishment under Royal Patronage. This is the first time that this firm's directors have allowed a tie-up with a film.

Cards bringing the paintings to the attention of the store's clients were exhibited on all counters. Furthermore, Paramount publicist Jack Upfold states that in addition to creating widespread interest, clients have gone so far as to make enquiries regarding the possible purchase of the oils.

Following the run of "One-Eyed Jacks" at the Plaza, the paintings were scheduled to be displayed in the offices of the national newspaper to coincide with London General Release. After that, they will be consigned to Guenter Schack in Paris, for Continental use.

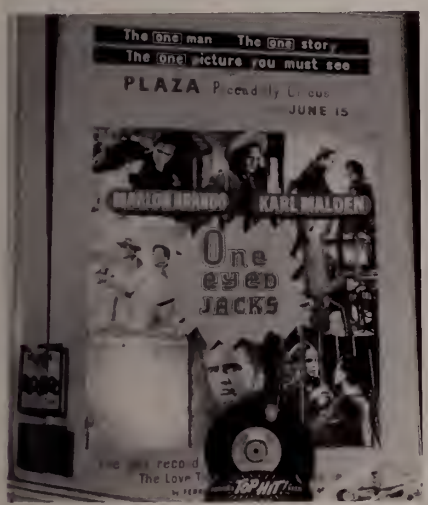
"ONE-EYED JACKS" HAD LONDON GOGGLE-EYED



LONDON - The Underground had "One-Eyed Jacks" announcements on all the tube stations.....



...and the lifts bringing passengers to and from the tube trains had their messages about "One-Eyed Jacks" as well.



LONDON - Feldman's Record Shop in Dean Street, Soho, attracted many customers for both the movie of "One-Eyed Jacks" and the Ferrante-Teicher recording, with this attractive window.

O E J
O E J
O E J



LONDON - Selfridges, one of Britain's top department stores, gave this impressive display to "One-Eyed Jacks" for the premiere run of the picture at the Plaza. In the record department, the display drew attention to the hit Ferrante-Teicher recording of the film's love theme. Note also the line "The One Record You Must Buy" - a variation of the picture's key showmanship line.



LONDON - Facing posters were devised here for the fronts of those buses bearing the "One-Eyed Jacks" message. This is the first time that this technique has been employed. (The bus is passing the Plaza Theatre during the run of the film).



LONDON - Main window of Paramount's head office carried this realistic display for "One-Eyed Jacks." Sand is real, the cactus also, and the same is true of the lively gentleman - none other than Russell W.Hadley,Jr. assistant managing director in the U.K., and in charge of handling "Jacks" in this part of the world.





LONDON - This is the sort of thing that the Plaza is being ac-queues-d of all the time. Latest accusation has been leveled against "One-Eyed Jacks," and the reason for it is plainly shown above.

OEJ

LEFT

Foyer of the Plaza with abundant "One-Eyed Jacks" material on hand. Note particularly the massive oil painting which we used on our April cover.



JAMES MASON has an important role in "Escape from Zahrain," but will receive no advertising billing along with co-stars Yul Brynner, Sal Mineo, Madlyn Rhue and Jack Warden.

This unusual casting came about as a favor to producer-director Ronald Neame. Their friendship began when Mason was a struggling young actor and Neame was a cameraman. Mason, who has stipulated that his salary go to his favorite charity, the Society for the Prevention of Cruelty to Animals, will portray a humourous Englishman.



STELLA STEVENS, with remarkably punchy roles in "Deadlock" and "Too Late Blues" to her credit --- and we do mean credit --- looks like being one of the really top glamor gals of 1962.

A man never tells you anything until you contradict him.
George Bernard Shaw

L'EXCELLENCE DE LA PRODUCTION PARAMOUNT REHAUSSE SON PRESTIGE

*

L'abondance et la richesse des productions Paramount ont donné naissance à la plus grande "ère" d'optimisme qu'on ait jamais connue. D'abord, il y a l'exemple de "Mon Séducteur de Père" qui bat les records de recettes au Radio City Music Hall de New York ; ensuite il y a en plus et surtout des films nouveaux qui ne sont pas encore sortis et brillent déjà de mille feux.



Durant la dernière semaine de Juin, les directeurs de la Société ont vu Elvis Presley dans "Blue Hawaii", Audrey Hepburn dans "Breakfast at Tiffany's et la production d'Edmond O'Brien : "Deadlock". Voilà trois films admirables qui possèdent une séduction capable d'attirer tous les publics. Il peut paraître banal de déclarer que le film de Hal Wallis produit à Hawaii est plus attrayant que tous les autres films d'Elvis Presley réalisés jusqu'à ce jour, mais c'est vrai. Et, en plus, ce film nous fait faire un merveilleux voyage aux iles Hawaii. "Breakfast at Tiffany's ramène Audrey Hepburn à Paramount et cela, c'est une excellente nouvelle. Audrey s'attaque à un rôle de comédie. Du moins s'agit-il d'une comédie jusqu'au moment où elle se rend compte de l'importance de l'amour. Et alors, l'histoire prend un tour émouvant. Les dizaines de millions d'admirateurs que compte Audrey Hepburn aimeront certainement ce film avec passion. Et une mention spéciale ira sûrement à "Deadlock", étant donné que ce film possède des qualités extraordinaires de "suspense".



PARIS - This is the lobby of the George V, one of the five Paris cinemas showing "The World of Suzie Wong" day-and-date. We know it to be the George V, even though the sign at left would seem to place it in the film's actual locale in Hongkong.

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Cependant "Vengeance aux deux Visages" continue à enregistrer de formidables recettes en Angleterre où il passe au Plaza Theatre de Londres. Le film de Marlon Brando a bénéficié d'une exploitation exceptionnelle, exploitation dont les résultats se font sentir sur les recettes, comme c'est toujours le cas. Au cours de ce mois, "Vengeance aux deux Visages" sera présenté au Japon en première exclusivité et l'on sait que dans ce pays l'exploitation est une science exacte et profitable. Nous sommes persuadés que nous aurons de merveilleux résultats là-bas aussi.

Un autre pays où les efforts de publicité et d'exploitation sont payants, c'est l'Australie. Nous en avons eu la preuve pour "Le Monde de Suzie Wong". A l'occasion de la sortie de ce film, Paramount avait organisé une série de concours dans tout le pays. Les gagnantes (les jeunes filles qui ressemblaient le plus à Nancy Kwan) sont allées par avion à Hong-Kong et ont passé plusieurs jours de vacances dans cette ville pittoresque. Elles ont reçu, en outre, d'autres prix de valeur. Cette campagne a créé un grand intérêt national à l'égard de ce film, intérêt qui a eu une répercussion sur les recettes. Vous en verrez la preuve établie sur plusieurs pages de ce numéro du Paramount World.

Nous attirons votre attention sur un article que nous publions dans ce numéro et qui concerne l'acquisition par Paramount d'un dessin animé qui a remporté un Oscar au mois d'Avril à Hollywood. Ce dessin animé s'appelle "Munro" et il a gagné le prix de la catégorie des dessins animés d'une bobine. Paramount a, en outre, signé un contrat avec le producteur de ce "cartoon", qui doit faire deux autres dessins animés d'ici la fin de l'année. Les articles concernant la politique de Paramount pour les courts-sujets exigent une lecture attentive car ils comportent de fort intéressantes nouvelles.

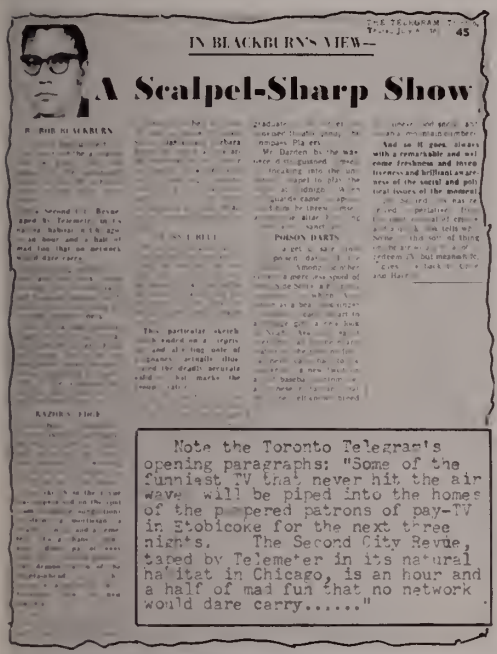
Les rumeurs sur "Hatari" continuent à être pleines de promesses. Ce film sur les animaux sauvages, est actuellement au montage et à l'enregistrement. On ne peut le comparer à aucun autre et il fera certainement sensation lorsqu'il sortira au cours de la saison prochaine. A l'heure actuelle, John Wayne, qui était le principal interprête d' "Hatari" se prépare à commencer aux côtés de James Stewart son nouveau film "The Man who shot Liberty Valance", qui sera l'une des productions majeures de l'année 1962, distribuées par Paramount.



PARIS - When Jerry Lewis' "Visit To A Small Planet" was released recently at the Paramount Theatre here, the entire front of theatre as well as the lobby display was geared to the current spectacular interest in space travel. This special panel in the lobby intrigued the younger element, with Jerry purporting to say: "I went through space the other way round. I am a Martian and I came to visit the Earth. On your planet I had a lot of funny experiences and I can tell you that you will laugh at them too. - Jerry Lewis."

TELEMETER, TORONTO, NOW GETTING BROADWAY SHOWS AHEAD OF BROADWAY

Trans-Canada Telemeter made entertainment history on the evenings of July 6,7,8 when Channel 5C presented to the Telemeter subscribers of Etobicoke, Toronto, "The Second City Revue" months in advance of its scheduled presentation on Broadway, New York.



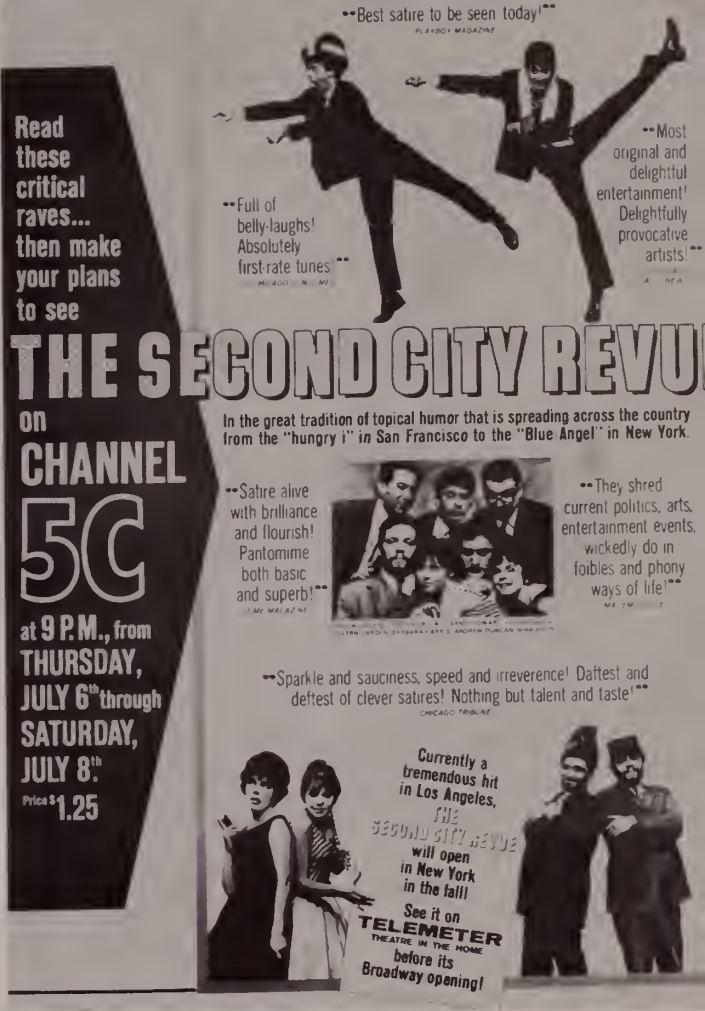
IN BLACKBURN'S VIEW—

A Scalpel-Sharp Show

Note the Toronto Telegram's opening paragraphs: "Some of the funniest TV that never hit the air wave will be piped into the homes of the pampered patrons of pay-TV in Etobicoke for the next three nights. The Second City Revue, taped by Telemeter in its natural habitat in Chicago, is an hour and a half of mad fun that no network would dare carry....."

AT LEFT is one of the most searching critical appraisals of "The Second City Revue." The show in its three days of presentation made a definite impact on Toronto viewers and it seems inevitable that it will be offered again in the Fall.

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This was the pictorial centre-spread of the broadside. It was a major factor in providing such a heavy viewer rating on Channel 5C at 9 p.m. July 6, 7, 8. Note the price of $1.25 for an entire family, plus friends, to see a forthcoming New York Broadway show months in advance of its Broadway premiere.

Plans of the Telemeter Summer Theatre



Cover of one of Trans-Canada Telemeter's promotion pieces for the Summer Theatre of Telemeter.

TORONTO - The flexibility of Telemeter's 3-channel system of wired pay-TV is being highlighted this summer when a specially-devised program of motion picture entertainment augments and complements the regular schedule of current films and special shows offered to 5,800 Toronto subscribers.

By utilizing all three pay-TV channels - Channels 5A and 5B for current films and special shows and designating Channel 5C as the Summer Theatre in the Home -- Trans-Canada Telemeter, operator of the Toronto installation, offers pay-as-you-see viewers a wealth of movie entertainment at a minimum cost for the entire family. In effect, each pay-TV subscriber has three motion picture theatres in his home.

On July 16, the Telemeter Summer Theatre began spotlighting specially packaged film presentations every week, including a Summer Festival of Music. The cost per household for each Summer Theatre film program is 50¢ for single films, 75¢ for double features, and 25¢ for children's matinees.

The Summer Theatre schedule includes:

Star-Time: On Monday through Saturday nights, Hollywood's top

(continued on the page following)



TRANS-CANADA TELEMETER

YOUR THEATRE IN THE HOME

takes great pride and pleasure in presenting

THE SECOND CITY REVUE

The Second City Revue is the most unusual entertainment that has been shown on Telemeter to date. It is a collection of the best skits sketches and songs performed in The Second City a Chicago night club that was the training ground of Shelley Berman Mike Nichols and Elaine May

The Second City Revue will be shown over Channel 5C from Thursday July 6 through Saturday July 8 at 9 P.M. Price $1.25

The Second City Revue is like no other show you have ever seen. It is new fresh, intelligent adult. It has been applauded by every audience praised by every critic

TRANS-CANADA TELEMETER

Colorful and informative broadside announcement giving details of "The Second City Revue" was mailed to all Telemeter subscribers in Toronto. Above is the information contained in the first fold.



This is a further miniaturization of the fine press review shown at top left. It's here to show that "The Second City Revue" was such a hit that it was held over for ONE WHOLE WEEK

****



The leaping cat of the delightful comedy,"Breakfast At Tiffany's," really startles George Peppard when first he encounters the feline. But when it comes to handling Audrey Hepburn as 'Holly Golightly,' that's a problem of another hue.

"One-Eyed Jacks" Is Socko in Stockholm

* * * * *

Under date of July 18 Continental general manager John B.Nathan has advised James E. Perkins, Paramount International president, as follows:

FIRST EUROPEAN RELEASE "ONE-EYED JACKS" PALLADIUM STOCKHOLM YESTERDAY. FLODIN ADVISES TREMENDOUS SUCCESS. BOTH PERFORMANCES SOLD OUT IN ADVANCE. PUBLIC REACTION EXCELLENT WITH AUDIENCE BURSTING INTO STORMY APPLAUSE MANY TIMES..... PRESS VERY GOOD WITH BRANDO,MALDEN,PELLICER RECEIVING EXCELLENT PRESS. FLODIN ASSURES LONG TREMENDOUSLY SUCCESSFUL RUN.

- NATHAN

We must have respect for both our plumbers and our philosophers or neither our pipes or our theories will hold water.
John W.Gardner

EN FIN PRODUKTION HÖJER PARAMOUNTS PRESTIGE



Optimismen inom Paramount är större nu än på länge efter alla de utmärkta filmer som kommit till på senare tid. Tag till exempel "The Pleasure of His Company", som gör strålande lycka på New Yorks Radio City Music Hall. Men förutom de filmer som redan hunnit släppas ut, finns en ny stor och lovande produktion.

Sista veckan i juni såg Paramounts toppmän Elvis Presley i "Blue Hawaii", Audrey Hepburn i "Breakfast at Tiffany´s" och Edmond Brians film "Deadlock". Tre härliga filmer som besitter allt för en internationell publik. Det kan kanske tyckas banalt att säga att Hal Wallis´ film, inspelad på Hawaii, är Elvis Presleys bästa hittilldags - men så är det faktiskt. - "Blue Hawaii" har publiktycke mer än alla andra Presley-filmer tillsammans - och den innebär en underbar tripp till Hawaii dessutom. "Breakfast at Tiffany´s" ger oss Audrey tillbaka i Paramount-kretsen igen, och det är nyheter som tilltalar alla och envar. Audrey har här en komediroll. Åtminstone är det komedi ända tills hon helt plötsligt blir medveten om hur betydelsefull kärleken är -- och då får filmen självfallet en mera seriös anstrykning. Audrey Hepburns talrika beundrarskara kommer att tycka väldigt mycket om den här filmen. - En eloge får också "Deadlock" för sin förmåga att konstant hålla spänningen på toppunkten.

Under tiden sätter "One-Eyed Jacks" rekord i England, den har gått sällsynt bra på Plaza Theatre i London, där den nu slutspelats. Marlon Brandos film har ägnats en väl genomtänkt reklamkampanj, vilket också avspeglar sig i de goda kassaresultat, som en rätt uppbyggd kampanj alltid ger. Innevarande månad har filmen premiär i Japan, där reklamen är en exakt och mycket lönande vetenskap, varför vi kan förvänta nya rekord därifrån också.

Australien är ett annat land som står högt vad beträffar goda reklamkampanjer, vilket man ser bevis på i "Kärlek i Hong Kong"-sammanhang. I samband med att filmen skulle ha premiär arrangerade Paramount en rad tävlingar, där vinnarna (alltså de bästa kopiorna av Nancy Kwan) fick flyga till Hong Kong för en visit i den färgrika staden, och dessutom fick de naturligtvis en hel del andra priser. Kampanjen väckte ett enormt intresse över hela landet - med finfina resultat som följd. Flera sidor härom i detta nummer av Paramount World.

En notis i detta nummer berättar också om Paramounts förvärvande av en kortfilm, som fick pris i Hollywood i april i år. Den heter "Munro", vinnare i kategorien "enaktare". Paramount har träffat avtal med producenten av denna enaktare om leverans av ytterligare två kortfilmer senare i år. Notisen om Paramounts kortfilmsprogram är väl värt ett närmare studium, där finns utmärkta saker för en världspublik.

Fortfarande strömmar det in strålande lovord om "Hatari!" Man håller nu på med de avslutande momenten, klippning, redigering etc. Denna vildmarksfilm är helt olik allt annat, som förut visats i genren, och kommer säkerligen att bli en sensation under kommande Paramount-säsong. Och under tiden är filmens stjärna John Wayne som bäst i färd med att vara medspelare till James Stewart i "The Man Who Shot Liberty Vallance", storfilm som Paramount släpper ut under 1962.

Bättre och bättre år för år för Paramount!



A fine candid study of Bobby Darin, the many-talented young man who scores a dramatic triumph with Stella Stevens in "Too Late Blues" and who will next display his skills in "Hell Is For Heroes."

-o-o-c-c-

Telemeter Summer Theatre

(Continued from preceding page)

personalities will be seen on a fixed weekly schedule — Mondays, James Stewart; Tuesdays, Ingrid Bergman; Wednesdays, Gregory Peck: Thursdays, Marilyn Monroe; Fridays, Elizabeth Taylor; Saturdays, Frank Sinatra.

Summer Festival of Music: Every Sunday night the Telemeter Summer Theatre will present outstanding musical hits that originated on Broadway and were later filmed in Hollywood.

Jerry Lewis Matinee: A Jerry Lewis comedy will be presented every Saturday and Sunday matinee. Two cartoons will round out the children's afternoon program.

Double Feature Laugh-Time: Every Thursday night the Telemeter Summer Theatre will offer a double feature comedy combination. For example, such films as "Tunnel of Love" and "Please Don't Eat the Daisies" or "No Time for Sergeants" and "Damn Yankees" will be available for a single admission for the entire family.

Thursday night, in effect, will be "blockbuster" night. Pay-TV viewers will have a choice of Marilyn Monroe on Channel 5C, two outstanding comedy hits on Channel 5B, and a top feature currently playing the Toronto (cinema) circuits on Channel 5A. For the remainder of the week, Channels 5A and 5B will be utilized for current motion pictures and for Telemeter special shows.

As part of the Summer Festival of Music, Telemeter will present continuously throughout the week the music from the Broadway shows that have been converted into motion pictures. These soundtracks will be played during daytime hours on Channel 5C as part of the free music service offered daily to Telemeter subscribers.

AUSTRALIA CAPTIVATED BY "THE WORLD OF SUZIE WONG"



SYDNEY - Famous foyer of the Prince Edward Theatre, with queues for "The World of Suzie Wong" entering from two directions. Picture was in its 7th week as we went to press, with a minimum engagement of 20 weeks forecast.



SYDNEY - Trio conferring on showmanship for "The World of Suzie Wong" following a special strategy screening of the film. L to R: Alan Wardrope, Paramount advertising and publicity manager; Miss Joy Brown, fashion co-ordinator for the Walton-Sears stores; Trevor Lane, general manager of the June Dally-Watkins model organization.

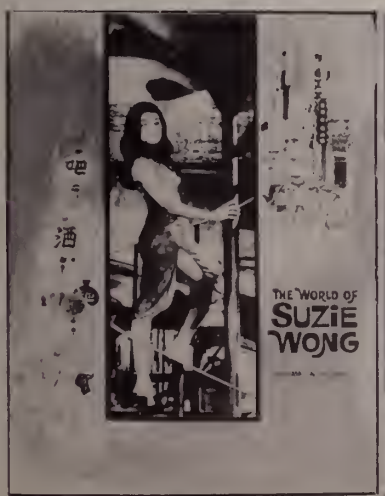


SYDNEY - Ever since the Prince Edward Theatre opened in 1924, this podium in the lobby has been decorated by the presence of a beautiful young woman. A charming young Chinese lady has the job during the run of "The World of Suzie Wong," and the indications are that she will have the job for many months to come.



HOLLYWOOD - Sharing the spotlight with producer-director Alfred Hitchcock and Robert L. Graham, managing director in Australia and New Zealand, is the massive pictorial record of "Hitch's" visit to that part of the world in connection with "Psycho." The book crystalizes the enormously effective job of work done by Paramounteers in connection with the visit, which was ranked second only to the visit of Queen Elizabeth II in press and public importance. (That's a koala kissing 'Hitch' on the cover of the book).







SYDNEY - The souvenir book produced in conjunction with the release of "The World of Suzie Wong" was a fine Paramount piece of work. One feature was the use of handwriting for the text instead of type, as in the illustration at right above. This gave an unusual sense of intimacy to the publication. Cover of the book also is shown, and it, too, assisted in the big sale the publication enjoyed.



SYDNEY - The publishing firm of William Collins gave over a whole window to their local edition of the book from which "The World of Suzie Wong" had been made. The luminous one-sheet poster at left, created in Paramount International's home office by Armand Cardea, is steadily in great demand by Australian stores which are featuring "Suzie Wong" displays and motifs in their window dressings.

ADELAIDE - The Governor of South Australia, Sir Edric Bastyan (at left) greeted at the Majestic Theatre premiere of "The World of Suzie Wong," by Robert L. Graham, Paramount managing director.

Paramount Shorts Soaring In Entertainment Quality

ABNER, FIREAWAY AND MUNRO STARS OF PARAMOUNT SHORTS



SARATOGA SPRINGS, N.Y. - This is the sensational harness racing finish in "Fire Away," Paramount's enthralling two-reel color special devoted to this internationally popular sport. Winner in this photo-finish race is 18-year-old Gerry Kazmaier, whose own true-life story is the basis of the Paramount film.

Picture has been made especially for Paramount by Richard Matt, who produced the matchless "Boats A'Poppin'" and "Porpoise Posse."

Young Gerry Kazmaier, who is actually a natural actor, was most reluctant at first to appear in the film as he feared it would interfere with his cherished career as a harness driver. But he soon found that he could still be himself and go on winning -- as he has done above.

"Fire Away" has every attribute to make it one of the most exciting and important short features in Paramount history.

The scene above depicts an event unprecedented in the annals of harness racing. A harness race never has been filmed close-up from start to finish. But Richard Matt figured it could, and should, be. He mounted camera, sound equipment, generator and lights on this truck; had his crew securely strapped, and with racetrack permission obtained, he secured a flashing "Fire Away" win.

"MUNRO" - A-21 Noveltoon Cartoon

The purpose of this bulletin is to announce that there will be available for pre-release, in Auguet, one of the moet outstanding cartoon short subjects - a winner in thie year'e Academy presentations. Thie ie the eingle reel, wide ecreen, color cartoon - "MUNRO." And, "MUNRO" is now all Paramount'e!

"MUNRO" is a nine-minute cartoon gem - a single reel of pure comic wizardry told with an economy of line and a wealth of heart and sentiment.

"MUNRO" ie about eomething which couldn't, or shouldn't, or wouldn't happen in a world peopled by folks who believe implicitly in what they want to believe, whether it makes sense or not.

For "MUNRO" is about a 4 year old boy who is drafted into the Army and who remaine a misfit by the simple device of telling the eimple truth.

It really couldn't happen - but it does, in "MUNRO." And the eheer joy of the result ehould make the whole civilized world happier ae a result.

Prints will be available for ehipment within a few daye.

Once eeen, I am eure you can convince every account that his program will be enhanced by booking "MUNRO."

Kindest regarde.

Sincerely,

HOWARD G. MINSKY

This is the message which formally introduced "Munro" to the Paramount organization. At right is a glimpse of the young man who won for his creators a coveted Academy Award 'Oscar' last April for the Best One-Reel Cartoon subject.

We are mighty proud to have "Munro" on our company's release program, and we intend to do this subject fullest justice.



"Abner" Tells the Inside Story of a Baseball's Mind



What goes on in the mind of baseball's vital 'white pill' when it is pitched, thrown, tossed, curved, hit, missed and sliced, is told with a mixture of gaiety, pathos, elan, anger, thusiasm, passion, sarcasm, rancor and happiness in "Abner the Baseball," Paramount's two-reel sock cartoon comedy.

"Abner the Baseball" is not only an enthralling cartoon innovation - it is one of the most important and entertaining comedy subjects Paramount has ever released. Reaching fans at the height of the baseball season, it definitely should attract fans in World's Series volume.

PERTH, Australia - The internationally popular "Boats A'Poppin'" paired with "The World of Suzie Wong" at the Piccadilly here. Manager Harry Stiles got a spectacular window in the Hay Street headquarters of Johnson Motors - and reciprocally gave the marine firm a Johnson display in the Piccadilly foyer. Cooperation plus!



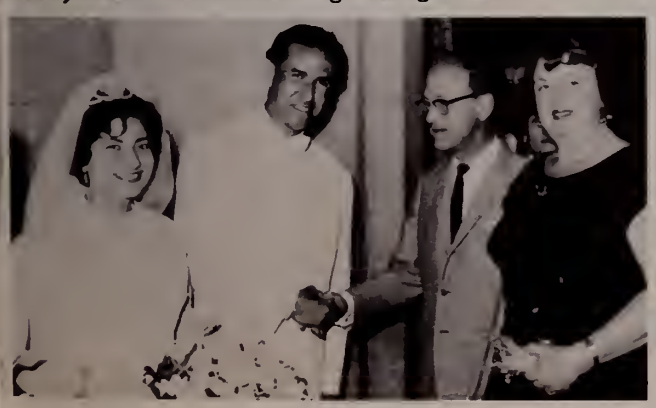
INTERESTING EVENTS IN THE CONTINENTAL SCENE



FRANKFURT, Germany - The Gloria-Palast did something truly precedental when they set up this advance notice about the coming of "The World of Suzie Wong" six (6) weeks before the film actually opened. Same super showmanship was used in Hamburg, Cologne and Essen. (Letters were hinged and title was lowered to stage level while films were projected).



ROME - 'Iron Men' gather for an "Iron Men" purpose. Group of Paramounteers in Rome head office during the visit of Richard Colby of New York Legal Department in connection with the Galatea-Martin Poll production, "The Iron Men," to be released by Paramount in 1962. L to R: Vieri Niccoli, Mario Jacchia, Pietro Adonnino, Harry Bruckman, Luigi Zaccardi, Richard Colby, Pilade Levi, Franco Cartoni and Ugo Senigallia.



CAIRO, Egypt - Last month witnessed the delightful wedding of Mr. and Mrs. Safwat Fahmy, who are shown here receiving congratulations as they leave the church. From L to R: Mrs. Imtissal Fahmy, Mr. Safwat Fahmy, and Mr. and Mrs. H. Donald Hunter. Mr. Hunter is Paramount general manager for Egypt. Mr. Fahmy is shipping manager.



PARIS - Arrival at Le Bourget Airport from Copenhagen of George Seaton and members of his production unit following completion there of filming of "The Counterfeit Traitor." Shown L to R: Michel Bernheim, head of Continental production for Paramount; James Denton, publicity director of Perlsea (Perlberg-Seaton) Company; Guenter Schack, Paramount Continental publicity director; George Seaton; Ted Taylor, assistant to the producer, Perlsea Co.; Alma Macrorie, film editor; Fred Gammon, business manager, Perlsea Co. The date: June 22nd.



FRANKFURT - A nationwide and practical tie-up was effected with Lufthansa in connection with "The World of Suzie Wong," and all branches of the famous German airline carried displays like this alluring one in the Munich office.



LISBON, Portugal - The Condes Cinema here has the same wonderful kind of corner locale that the Plaza of London, the Paramount of Paris and the World of Copenhagen have - and fortunately, also, a management that makes the most of it from a showmanship standpoint. Here, for instance, is the use made of it for "Cafe Europa" ("G. I. Blues").



CAIRO - Those massive star figures are still immensely popular with the Radio Cinema here. Shown above is portion of one of the displays for Jerry Lewis' "The Bellboy."

COLOGNE - The Gloria Theatre here rarely uses this type of front-of-house advertising -- but the management did for "The World of Suzie Wong."



Danny Kaye's "On the Double" has been adapted by Dell Publishing Company as a Movie Classic comic book. More than 500,000 copies of the 32-page, full color book have been released nationally. Scene stills from the Shavelson-Rose production illustrate the front, back and inside covers.

The hilarious comedy also has been novelized by Roger Fuller and published by Pocket Books, Inc., New York.





Edward G. Robinson and Yves Montand come upon a problem they'd hardly bargained for in this scene from "My Geisha." A cutie named Shirley MacLaine is most of the problem - and quite a handful, too.

DALLAS, Texas - Assistant general sales manager Hugh Owen (extreme left) conducted a most useful and informative meetings of the sales and booking force here June 21-22-23. Shown above and reading continuously L to R: Mr. Owen; Bernard H.Brager, branch manager; Wayland Lillard, sales; Tom Bridge, regional sales manager; James Broiles, booker; H. K. Buchanan, booker; Paul Chapman, sales; Paul Rice, sales; Gerald Haile, sales; Mable Guinan, booker; Buck Weaver, resident manager, Oklahoma City; Ralph Fry, booking manager; Bill Wood, booker; Dorothy Mealer, booker; Madee Bradley, booker; Tom McKean, sales; J.L.Williams, office manager; Everett Olsen, publicity.

Manager Brager reported: "The Dallas branch is proud to have hosted Mr. Owen and he left with us a lasting impression which I am sure will result in increased sales, bookings and collections."

Paramount Pictures Corporation's Annual Report for 1960 has been selected for a 1961 Financial World Merit Award, the weekly investment and business magazine announced.

Selection of the Paramount report for the second consecutive year was made on the basis of content, design and typography from among five thousand entries.

As a Merit Award winner, Paramount's annual report to stockholders qualifies for further review by an independent board of judges which will select Financial World's "Best of Industry" awards. These prizes will be presented at a banquet in New York on Monday, October 30th.



We nominate Howard McNear for a special award as one of the funniest men in any of this year's pictures. Howard is shown above with Joan Blackman in his role as Mr. Chapman, tourist bureau director, in Hal Wallis' Elvis Presley romantic comedy, "Blue Hawaii."

BRANCH NEWS (from Page 6)

good news in the Favre household - son Butch's wife and baby return from England after a year with Butch, who's in the Air Force.

Not as many years as Della and Eddie, but just as happy, Cashier Dave Richoux and wife, Dianne, celebrated their 2nd anniversary this month.

Ledger Clerk, Frances Griffen, back after a brief illness. Welcome back, Frances.

Congratulations to Della Favre on her installation as President of the New Orleans "WOMPI's." The installation luncheon was held at Pittari's, one of this city's famous old restaurants on June 17.

-Althea Suarez



Turn Back, Oh Time!

Middle-age is when you find out whether you're over the hill or not by climbing one

*

A real oldtimer is one who remembers when buying on time meant getting to the store before it closed.

*

About the only woman eager to tell her age is a 35-year-old grandmother.

*

You're getting along in years if you can remember when young men climbed the ladder of success instead of waiting for the elevator.

Al Spong, in The Wall Street Journal

Jerry Lewis in his personal appearance tour of 27 New York theatres in two days was not above sounding a high note himself whenever the occasion demanded - and he really could reach the proper notes called for in the musical score. All of which contributed greatly to the showmanship success of the tour --- a tour unparalleled in the history of film business.

"Suzie" in Israel.....

John B. Nathan advises from Paris that the second week of "The World of Suzie Wong" at the Yaron Theatre, Tel Aviv, surpassed the record breaking first week .....and the first week had already established an all-time record for the theatre.

INTERESTING EVENTS IN THE UNITED STATES AND CANADA





NEW YORK - Dr. Leon J. Warshaw, Paramount's Medical Officer, addressing a meeting of the N.Y.State Society of Industrial Medicine held during the AMA Convention here, in honor of the AMA Council on Occupational Health, to which Dr. Warshaw has been appointed a Consultant. Shown L to R: Dr.Gradie Rowntree, President of the Industrial Medical Ass'n, and Medical Director of Fawcett Dearing Printing Co., in Louisville, Ky.; and Dr. Harry Lebroch, President of the N.Y.State Society and Medical Director of Sylvania Electric Products Inc.



LOS ANGELES - They went to Denmark as Perlberg-Seaton guests to see "The Counterfeit Traitor" in production. Transport was by Lufthansa, and the travelers were, L to R; Herb Krauch of the Los Angeles Herald-Express and his wife; Vernon Scott of United Press International and his wife, Jane Wooster; and Mrs. Thomas with her husband, Bob Thomas, of Associated Press.



CHICAGO - Karen Kupcinet is two things besides being the very attractive young lady shown above: she is one of Jerry Lewis' "ladies" in "The Ladies' Man," and she is the daughter of the Chicago Sun-Times' prominent columnist, Irving Kupcinet. So when "The Ladies' Man" opened here at the Oriental, Karen became very much a local celebrity. With her here are, at right, Mickey Gold, assistant manager of the Oriental, and, L to R. ushers Larry Bloom, Edward Domaracki and Richard Enstrom.

WILLIAMSPORT, Pennsylvania - Via a close personal link that director Mel Shavelson has with this city, Danny Kaye's "On the Double" was given a special presentation at the Comerford Circuit's Rialto Theatre. Event was in aid of the Lycoming County Crippled Children's Society and was sponsored by the Williamsport Rotary Club. Above, at the Rialto, Tommy Richardson, at right, president of the International Baseball League, and m/c for the evening, is shown interviewing Mayor and Mrs. Thomas Levering. Then he is shown interviewing Dr. Arndt, president of the Crippled Children's Society. The event was reported in great detail in Williamsport's internationally renowned newspaper, Grit.

BELOW

TORONTO, Ontario - Crowds watching an attractive artist portraying Marlon Brando in pastels, one of the showmanship devices to attain maximum publicity for ONE-EYED JACKS, then playing at the Imperial Theatre, flagship house of the Famous Players circuit in Canada. As each picture was completed, the artist donated it to one of the onlookers, this adding to the information coverage of the picture as the recipient carried the art work to friends and families.



出品精良．派拉蒙地位擡高

派拉蒙最近完成出品的衆多和優良已成爲本公司成立以來最大的時代之一。第一，像新片 The Pleasure of His Company 最近在紐約的雷電華城大戲院營業鼎盛，創下奇蹟。這不過是一例，其實，所有的新片，凡經放映，都會產生奇葩。

在六月底，本公司的各部負責人已看了「貓王」皮利士禮（Elvis Presley）在他新片 Blue Hawaii 中，柯德莉．夏萍（Audrey Hepburn）在 Breakfast at Tiffany's 中，和愛門．奧布連 Edmond O'Brien 自製自導的 Deadlock 的成績。這三部都是極好的影片，都是有高度性的趣味性，會迎合各國電影觀衆的愛好。也許我們又要俗套的說，海爾．華力斯（Hal Wallis）在夏威夷所攝製的這部新片是「貓王」到今天爲止最合人心意的影片——不過這確是眞的。Blue Hawaii 比所有「貓王」的影片加起來還要受觀衆歡迎，而且看影片時好似遨遊了一次美麗的夏威夷（Hawaii）。Breakfast at Tiffany's 一片使柯德莉夏萍重回派拉蒙拍片，那是一個最大最令人興奮的消息。夏萍在此片中完全担任一個喜劇角色。至少到她忽然發現愛情的重要時爲止是一個喜劇，然後劇情點到一個嚴肅的主題上。全世界數千萬夏萍影迷一定將會非常喜愛此片。至於緊張刺激，這一方面的褒獎，應該送給那部奧布連（O'Brien）的新片 Deadlock. 因爲它是那麼樣的一部佳構。

One-Eyed Jacks 在倫敦巴拉沙戲院 Plaza Theatre 公映完畢，創下紀錄。這部馬龍．白蘭度 Marlon Brando 的巨片，在發行時用特殊的宣傳和方針，所以成績良佳。在這月中，此片還將在日本首映，那個國家對宣傳和發行方針一向注重，可以一本萬利，所以我們可以等待再聽他們打破紀錄等等的好消息。

另一地區對宣傳及發行方針亦很注重的是澳洲（Australia）。在放映中的「蘇絲黃的世界」The World of Suzie Wong 可作證明。爲這部影片，派拉蒙在全澳洲各區舉辦了一連串的比賽（看那一個最像關南施 Nancy Kwan），每區的優勝者，將請她們乘飛機到香港渡假，完全免費。同時還有許多物品作爲獎品。這次「比賽計劃」使整個澳洲感到興趣和注意，當然影片賣座方面也收巨效，在本期中有數頁的篇幅刊載此事。

本期中當特別提到一部卡通短片，它於本年四月在好萊塢得到金像獎。它的片名叫 Munro。派拉蒙現在已和這位卡通的製片人簽下合同，在今年內他還要交出兩部這種卡通短片給我們。關於派拉蒙短片方針的宣言值得十分注意，因爲他們具有許多項目都眞正可給各國人士所欣賞。

Hatari! 又是一部巨片！現在已在剪輯與配音中。這部以野獸爲背景的影片與衆不同，而且一定將是下季中派拉蒙的一部第一流巨片。同時，這部影片的主角尊．榮 John Wayne 將與另一巨星占士．史超域 James Stewart 合演另一部派拉蒙巨片 The Man Who Shot Liberty Vallance，一九六二年發行。

眞的，派拉蒙的影片愈拍愈好，與年俱進。



MICHELE GIRARDON, young French actress who is making her American film debut in Howard Hawks "Hatari!", is the subject of a two-page photo essay (above) in the July 21st issue of Life Magazine.

Michele, who learned English very well during the period of the film's production, really learned it the hard way. She got it all wrong by learning directly from those who spoke only in slang, and with accents that were all wrong from the standpoint of her career. So she had to unlearn it, and start all over again.

Michele is now under Paramount contract, and once you have seen her in "Hatari!" you will know that this is a very good thing for Paramount.





CAIRO - Postering of "The World of Suzie Wong" by the Radio Cinema dwarfs all other announcements on the billboards here; and at the Radio itself, the giant-size 'Suzie' at right, dwarfs the people attending the showing. A whopping success was won by the picture, according to reports from Paramount general manager, Donald Hunter.

Roger Vadim's BLOOD AND ROSES, Technirama-Technicolor suspense drama starring Mel Ferrer, Elsa Martinelli and Annette Vadim, will have national release in the U.S. and Canada in Sept.

This first American-made film by Vadim is the story of a beautiful girl possessed by a strange secret. It was filmed in and near Rome.



TORONTO - Presently based here at the headquarters of Trans-Canada Telemeter, is Phil Isaacs (above). Mr. Isaacs is Director of Franchise Operations for International Telemeter Company (ITC), New York, a wholly-owned subsidiary of Paramount Pictures Corporation.



NEW YORK - Fred A.Lutkin has been appointed advertising control manager of Paramount Pictures' advertising-publicity department. Lutkin for the past three years had been associated with Buena Vista Distributing Co. as manager of cooperative advertising. He had previously been advertising business manager for RKO Radio Pictures.

Lutkin succeeds Carl Clausen, resigned.

HENDAYE, Franco-Spanish Border - Frank A. Siter, Paramount's general manager for Spain and Supervisor of the Middle East, escorts Pina Pellicer from the train to the headquarters of the San Sebastian Film Festival - where she was acclaimed Actress of the Year for her glowing performance in "One-Eyed Jacks."



BOGOTA, Colombia - Although now only 39, Andres Sanz, Paramount manager for Colombia, has spent 26 of those years in the film industry. He began at age 13 as a messenger in the Madrid office of Columbia Pictures, and by 17 had advanced to salesman and had sold his first contract.

Now he is making Paramount history with his most able administration of the company's organization in Colombia.

INTERNATIONAL PERSONALITIES IN PARAMOUNT CINEMA EVENTS



SYDNEY - Irving Maas, Motion Picture Export Association vice-president at present visiting Australia(right),with F.McNeill Ackland, chief executive of the Motion Picture Distributors' Association (centre), and James A. Sixsmith, Paramount secretary-treasurer, at the cocktail party for Maas.





CAMBRIDGE, Mass.-Joseph H. Hazen (above) has been appointed by the Board of Overseers of Harvard College to a third term as a member of the Visiting Committee of the Fine Arts Department and the Fogg Art Museum of Harvard University. Mr. Hazen is a partner in Wallis-Hazen Productions.



HOLLYWOOD - Red Buttons with Australian newspaperwoman Regina Claire on the set of the Howard Hawks production, "Hatari!"



MOSCOW, USSR - William Perlberg, above, was representative of the U.S.State Department at the recent Moscow Film Festival.

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RIGHT

HONOLULU - Colonel Tom Parker (Elvis Presley's personal representative), Award-winning costume designer Edith Head, Elvis Presley, Mrs. Parker, and producer Hal Wallis on location during the filming of "Blue Hawaii."



PHILADELPHIA - With just 47 years of Paramount service to his credit (and we do mean credit!), Ulrik F. Smith will resign from the Paramount branch managership here on August 29.

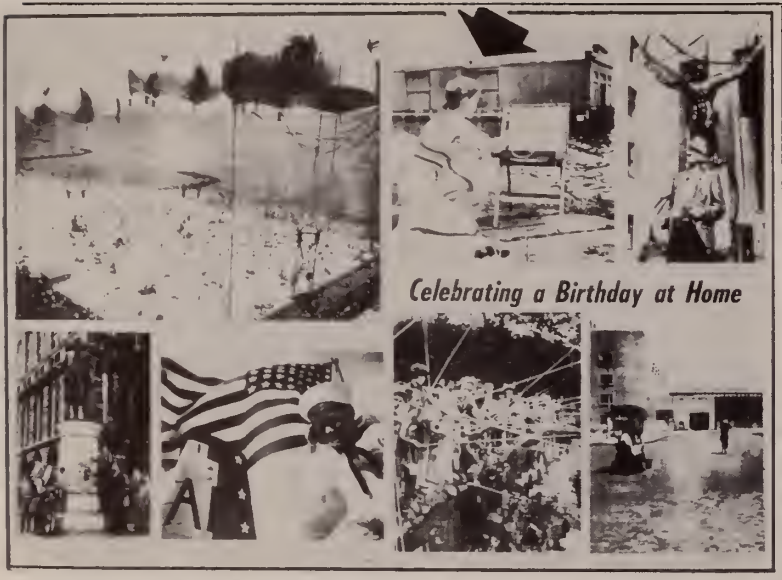
It is not without fruitful significance that for the first six months of 1961, ending June 30th last, Philadelphia branch topped all of the 28 U.S. offices in improved revenue returns.

We shall have much more to say about Ulrik's departure from the Paramount ranks in our September issue.



NEW YORK - Paramount's Medical Officer, Dr. Leon J. Warshaw (left) was a principal speaker at a meeting of the New York State Society of Industrial Medicine held here during the AMA Convention recently. With him are Dr. Harry Lebroch (centre) and Dr. William P. Shepard, former chief medical director of the Metropolitan Life Insurance Company, and retiring chairman of the AMA Council on Occupational Health,who was the main speaker at the luncheon meeting at Town Hall.





This is the most important section of the center-spread of the New York Daily News of July 5th. Entire spread was devoted to ways in which New Yorkers spent the July 4th holiday. Interest naturally gravitates to the photograph of the lady painting a waterfront scene. The caption identifies her as Mrs. Paul Kreger, but home office readers of this page know her better as Nurse Sally Kreger, able and highly efficient aide to Paramount's medical officer, Dr. Leon J. Warshaw. (Note: The art work is just as skilled, too).

PEOPLE AND EVENTS IN THE HOME OFFICE NEWS

UN VIVO AUGURIO
PEL TUO FUTURO,
AMICO ARTURO,
TRA I BEI TUOI AMORI
DI LIBRI E FIORI!

This little poem in Italian by Edith Talcott sums up the sentiments of Paramount International towards eminent Portuguese translator Artur Coelho, who entered retirement July 14th after 36 years of wonderful Paramount service. Among other things, Mr. Coelho received a silver Paul Revere bowl engraved with the names of all of his former associates in Home Office. The poem wishes him well, especially in the world of his two favorite delights - books and flowers..... Morton Segal, eminent press agent from legitimate theatre circles, and former producer, has joined Paramount's public relations staff as newspaper and syndicate contact man.....Newcomer in the Paramount secretarial field is Lee Thompson. She is secretary to Burton Hanft, assistant to the head of the Eastern Production Manager. Lee came to the United States following her final two years at the University of Havana, Cuba. She first worked as a teen-age model, and in the television field she served as production assistant and as sub-hostess on some of the quiz shows. She is now a naturalized United States citizen.

Telemeter's Will Baltin and Hy Hollinger are certainly experiencing an international wave these days. Technical visitors from all parts of the world are showing deep interest in Paramount's pay-as-you-see television, with the ninth floor spot the first stop in a circuit that encompasses Toronto, Ontario, and Los Angeles, California.....Contract analyst Dick Walsh is a photography 'bug' and is fortunate in having a pair of wonderful youngsters for models. A favorite picture of the littlest one is displayed prominently in the Walsh family doctor's office...Janet Kirkman, secretary to Fred Lutkin, publicity executive, has made a pet cat her 'hobby.' An alley cat not unlike the fascinating feline of "Breakfast At Tiffany's," it was rescued by Janet from a snow heap in last winter's blizzard. Its main beat is a birdbath in Janet's garden; its objective, birds. But birds these days learn all about cats at a very early age.

Vacationing Paramounteers are seeing the world these days. John Rubinich and Gino Campagnola took a Nassau cruise and certainly found the Bahamas air, water and beaches wonderful....Paula Fraser jetted to London, Paris, San Moritz and Sorrento. A high spot was the Imalfi Drive, high above the matchless Mediterranean....As we go to press, Evelyn Seeff is off to Amsterdam, Geneva and Paris as a prelude to a ten-day tour of the Italian and French Rivieras, with 10 days in Nice. Nice!



NEW YORK - On his recent 'tour of duty' in behalf of "The Ladies' Man," Jerry Lewis not only made 27 individual theatre appearances, he also met critics, commentators and a host of other opinion makers. Here he has breakfast at 2:31 a.m. with eminent radio and TV commentator Barry Gray.



NEW YORK - In making his round of the 27 Manhattan, Bronx, Brooklyn and Long Island theatres in behalf of "The Ladies' Man," Jerry Lewis conformed to the prevailing custom and traveled in the tourist section of the vehicle.

The vital cause of Industrial Medicine is receiving magnificent support these days from the clinical writings (in language that lay personnel and executive can fully understand), of Paramount's Medical Officer, Dr. Leon J. Warshaw. Recently we have read with deepest interest one of his articles entitled "Human Factors and the Work Environment," reprinted from the JOURNAL OF OCCUPATIONAL MEDICINE, June, 1961.

Grasp an idea and work it out to a successful conclusion. That's about all there is in life for any of us.
Edward H. Harriman

Ausgezeichnete Produktionen verstärken das Prestige der Paramount

Die Vielseitigkeit der fertiggestellten Paramount Filme hat innerhalb der Gesellschaft den größten Optimismus seit langem ausgelöst. Da ist zuerst einmal IN ANGENEHMER GESELLSCHAFT, der zu einem ausgezeichneten Geschäft in New Yorks Radio City Music Hall wurde. Doch einer aus der neuen Produktion überstrahlt alle bisher herausgekommenen Filme.

In der letzten Juniwoche sahen die zuständigen Herren der Paramount Elvis Presley in BLAUES HAWAII, Audrey Hepburn in FRÜHSTÜCK BEI TIFFANY und Edmond O'Briens DER TOTE PUNKT. Dies sind drei Filme, für die sich das Ausland am meisten begeistern wird. Es mag abgedroschen klingen, daß es sich bei der in Hawaii gedrehten Hal Wallis Produktion um den bis heute besten Elvis Presley Film handelt - aber es ist wirklich so. BLAUES HAWAII wird beim Publikum besser ankommen, als alle anderen Presley Filme zusammen. Mit FRÜHSTÜCK BEI TIFFANY ist Audrey Hepburn zur Paramount zurückgekehrt - dieses Mal in einer Komödienrolle - Komödie wenigstens bis zu dem Augenblick als sie merkt, wie wichtig die Liebe ist. Dann schlägt sie eine ernsthafte Note an. Die Millionen von Audrey Hepburn-Verehrer werden diesen Film besonders lieben. Und von dem mit nie nachlassender Spannung geladenen Film DER TOTE PUNKT kann man erwarten, daß er eine Auszeichnung einbringt.

In der Zwischenzeit bricht DER BESESSENE mit seiner außergewöhnlich gut vorbereiteten Aufführung im Plaza Theatre in London alle Rekorde. Für diesen Marlon Brando Film hat man die Werbung besonders sorgfältig durchgeführt, was sich in den Kinokassen bemerkbar macht, wie es bei jeder guten Werbung der Fall ist. Diesen Monat wird der Film seine Premiere auch noch in Japan erleben, dem Land, in dem die Werbung zu einer exakten und einträglichen Wissenschaft geworden ist. Deshalb erwarten wir von dort nur die allerbesten Nachrichten.

Ein anderes Land, das große Fertigkeiten in seiner Werbung besitzt, ist Australien. Den Beweis bringt uns DIE WELT DER SUZIE WONG. Im Zusammenhang mit diesem Film veranstaltete die Paramount eine Reihe von Wettbewerben in sämtlichen Staaten, wobei die Gewinner (es ging um das beste Double für Nancy Kwan) zu einem Ferienbesuch in die farbenprächtige Stadt Hongkong geflogen wurden und außerdem noch zahlreiche Geschenke als Gewinne erhielten. Diese Kampagne erweckte in ganz Australien das größte Interesse. Das Ergebnis waren Kassengewinne, wie Sie sie auf mehreren Seiten der laufenden Ausgabe von Paramount World aufgeführt finden.

Eine besondere Ankündigung über Kurzfilme in dieser Ausgabe berichtet über Paramounts Neuerwerbung eines Zeichentrickfilmes, der im April dieses Jahres einen Oskar erhielt. Der Film heißt "Munro". Er war der Gewinner in der Kategorie der Zeichentrick-Kurzfilme. Paramount schloß mit dem Produzenten dieses Films gleich noch einen Vertrag über zwei weitere Zeichentrickfilme ab, die im Laufe dieses Jahres fertiggestellt werden sollen. Die Ankündigungen, die Paramounts Politik der Kurzfilme betreffen, verdienen Ihr besonderes Interesse, denn hier handelt es sich um eine ganze Anzahl ausgezeichneter Themen von wirklich internationaler Anziehungskraft.

HATARI bleibt weiterhin vielversprechend. Dieser Film der wilden Tiere, jetzt kurz vor der Premiere, ist mit keinem vorher gedrehten Film zu vergleichen. Er wird höchstwahrscheinlich zur größten Sensation der kommenden Paramount Saison werden. In der Zwischenzeit bereitet sich HATARI Hauptdarsteller John Wayne bereits für seine Rolle neben James Stewart in THE MAN WHO SHOT LIBERTY VALLANCE vor, einem der größten Paramount Filme für 1962.

Es ist wirklich so, die Paramount Filme werden im Laufe der Jahre immer bedeutender.

One of the most inspiring events in recent Paramount history has been the manner in which Paramount International's world-wide forces have taken to the task of bringing Marlon Brando's "One-Eyed Jacks" to the picturegoers of all countries. Initial successes in Japan and Sweden presage a global sensation with O-EJ.



This is the Stella Stevens of "Too Late Blues" — bow view, port side and starboard. This gal is one of Paramount's true atomic forces. You'll get much of the truth of this when you see her in "Deadlock"; you'll get the full impact when you see her with Bobby Darin in "Too Late Blues."

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"Moon River," a new 'mood blues' by Johnny Mercer and Henry Mancini, is introduced by Audrey Hepburn in her role as New York playgirl Holly Golightly in "Breakfast at Tiffany's."

Hepburn Singing the Blues is quite a joy to behold!



FRANKFURT * All of the major German cities — Hamburg, Frankfurt, Essen, Munich, Duesseldorf, Cologne, to name but a few - used city-wide poster kiosk advertising for "The World of Suzie Wong." The photo above shows Kaiserstrasse, Frankfurt.



DUESSELDORF, Germany - Some effective advertising used by the City Theatre here for 3 weeks in advance of the opening of "The World of Suzie Wong."



PATRICIA NEAL comes back to the screen to give a really glowing performance with Audrey Hepburn and George Peppard in "Breakfast at Tiffany's."



LEFT

FRANKFURT - The Film-Palast used many effective postering devices to attract audiences to the recent engagement of "Tarzan the Magnificent," one of which is shown here.

Thirteen species of African animals and birds have been donated to American zoos following completion of their roles in "Hatari!"

Flown to Hollywood from Tanganyika, the animals and birds include hyenas and hornbills, elephants, monkeys, baboons, secretary birds and crested cranes, leopards, eagles, lions, cheetahs and a lonely hydrax.

"Hatari!" will be released in 1962.



SANTIAGO, Chile - The French production, "Le Testament Du Dr. Cordelier," released in South America by Paramount International, received very expert handling by the Pacifico Theatre here, according to Paramount manager Juan Lauphelmer. One phase of the theatre's campaign was this three-stories-high display at the intersection of Bandera and Huerfanos Streets, one of Santiago's busiest corners.



Robert Cummings and Shirley MacLaine, in "My Geisha," enact one of the most famous scenes in all dramatic history - one which is a climax to an opera known to all civilized mankind.

The most exhausting thing in life is being insincere.
Anne Morrow Lindbergh

EXCELÊNCIA DA PRODUÇÃO ELEVA PRESTÍGIO DA P A R A M O U N T

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Um formidável grupo de filmes Paramount, já prontos, está produzindo nas fileiras da Companhia uma das maiores éras de otimismo que se tem memória. Em primeiro lugar, há o exemplo de "Papai Boa Vida", registrando rendas fabulosas no Radio City Music Hall, de Nova York. Mas, além dos filmes agora apresentados, há a perspectiva de um novo Programa que empolga e arrebata.

Durante a última semana de junho, os dirigentes da Companhia viram Elvis Presley em "Feitiço Havaiano"; Audrey Hepburn em "Bonequinha de Luxo"; e ainda aprodução de Edmond O'Brien, "Deadlock", (Bêso sem Saída). Eis aí três "estouros" de máximo interesse para as platéias internacionais! Pode parecer lugar-comum a afirmativa de que essa produção de Hal Willis, filmada no Havai, é melhor do que tôdas as anteriores fitas de Elvis



SAN SEBASTIAN, Spain - Pina Pellicer, leading lady for Marlon Brando in "One-Eyed Jacks," was adjudged Best Actress of the Year at the annual Film Festival here. "One-Eyed Jacks" was given the Golden Seashell as Best Picture of the Year."

JJJJJJJJJJJJ

Presley, juntas! E vale ainda como uma ótima viágem turistica pelo Havai. "Bonequinha de Luxo" trás Aundrey Hepburn de volta a Paramount, o que é uma noticia maravilhosa. Audrey atua como comediante nêsse filme que só é comedia até o momento em que Audrey descobre o quanto é importante o amor, dai passando o filme a ser serio. As dezenas de milhões de fans de Audrey Hepburn adorarão êsse seu novo trabalho. Mudando de rumo, mas sem alterar o impacto da tensão, surge "Deadlock" como sério candidato a importantes prêmios.

Enquanto isso, "A Face Oculta" vai empilhando recordes na Inglaterra, com o seu invulgar tempo de permanência no cartaz do Plaza, de Londres. O filme de Marlon Brando recebeu um tratamento excepcional dos publicistas,e



LISBON - The famous baby clothes shop of O Bom Bebe gave this entire window display to the Hal Wallis production, "Cafe Europa" ("G. I.Blues") when the Elvis Presley film was at the Condes Cinema.

estácorrespondendo plenamente no movimento de bilheteria, aliás como soi acontecer com o filmes bem lançados. No mês corrente, o filme será estreiado no Japão, pais onde a propaganda é uma ciência exata e lucrativa, o que nos fas esperar de lá volumoso noticiário a respeito da quebra de varios recordes.

Um outro pais que atingiu ao zênite em matéria de eficiência publicitária é a Austrália. A prova disto virá mais uma vez com "O Mundo de Suzie Wong". A propósito desta estréia, a Paramount lançou uma série de concursos para a escôlha de sósias de Nancy Kwan, proporcionando ás vencedoras ótimas férias na encantadora Hong Kong, além de outros valiosos prêmios. Esta campanha despertou intenso interesse nacional, traduzido em rendas sensacionais cujo registro é feito em outras páginas dêste número do Paramount World.

Um anúncio especial de shorts, numa outra página desta edição, diz ter a Paramount adquirido o desenho que conquistou em abril último o prêmio da Academia, em Hollywood. O short intitula-se "Munro", e foi vencedor na categoria de filmes de uma parte. A Paramount entrou também em entendimentos para adquirir dois outros desenhos do mesmo produtor. O referido anúncio concernente á nova política de shorts, da Paramount, merece uma cuidadosa leitura, dado ao seu grande valor como uma genuína e maravilhosa atração de âmbito internacional.

A palabra para definir "Hatari!" continua a ser "Maravilha". Agora em vias de conclusão, êste filme de animais selvagens é diferente de todos os já feitos até hoje e certamente será a atração máxima do novo Produto da Paramount. Nêsse interim, o co-astro do filme, John Wayne, apresenta-se para atuar ao lado de James Stewart em "The Man Who Shot Liberty Vallance", um dos grandes da Paramount, em 1962.

Sim, não há duvida de que os filmes da Paramount vão brilhando cada vez mais com o correr dos anos!

"Hatari!" HATARI!

LATIN AMERICA STILL THRILLS TO "SAMSON AND DELILAH"



SANTIAGO, Chile - The appeal of Elvis Presley's "G.I.Blues" here has been such that fans have taken to running to get in the Victoria Theatre's queue. This photograph, taken personally by Paramount Manager Juan Laupheimer, could only encompass a fraction of the queue, which continued for an extra block around the corner. The picture, acclaimed by Juan as "one of the biggest successes in this country during the present year from any company," did 184% of weekly average the first week, 129% the second week, and 100% the third week.



BOGOTA, Colombia - This is Mary Carol Sanz, born on January 30th to Mr. and Mrs. Andrés Sanz. Father is Paramount manager for Colombia. It almost looks from this snapshot as though Mary Carol is tangling with one of the animals from "Hatari." But it isn't so!







SANTIAGO, Chile - These shots of his own showmanship via truck-public-address-system were made by the manager of the Centenario Theatre in La Serena, where "Samson and Delilah" had a sensational re-release success. And it had a comparative success in Coquimbo, where it played the O'Higgins.

Paramount manager Juan Laupheimer, reporting on this twin engagement, states that the Cecil B. DeMille production did 143% of "Tempest," 133% of "The Last Train from Gun Hill," 114% of "The Five Pennies" and 100% of "Buccaneer."

Since "Samson" was a re-release, this was certainly a remarkable achievement.

"SHANE" STAYS SOCKO

Argentina managing director Sam Bekeris, in a message to New York's Donald Nathan, says: "The re-release of SHANE is doing very big all over Argentina. From results in some interior cities, it is evident that SHANE will do much better than STREETS OF LAREDO and UNCONQUERED.

BOSTON, Mass. - Miss Mirtha Comas, from the Dominican Republic, a graduate of Garland Junior College where she majored in art, poses happily in the wedding gown she won in a drawing at Morton's Back Bay store. Gown is a replica of the $4,000 design by famed Hollywood fashion creator, Edith Head, for Debbie Reynolds in "The Pleasure of His Company." Film of course was current at the Paramount Theatre in Boston. Miss Comas, now employed at a Newbury Street interior decorating shop, will be married in August.





BOGOTA, Colombia - We have had from Andrés Sanz, manager for Colombia, a fine account of some of the showmanship campaign put on for Cecil B. DeMille's "Samson and Delilah" by the three first-run cinemas - San Jorge, Americano and Almirante - which presented the mighty film day-and-date. One phase of the campaign was entrusted to the truck with a public address system, and it can be seen from the above scenes that this truck carried the film's message into the farthermost parts of Bogota.

Then there was the powerful use of 24-sheet posters in the heart of the city, as in the instance shown at right. No phase of showmanship was overlooked, and as a result, all three of the theatres registered wonderful business.



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"Suzie Wong" Takes Panama

Latin American division manager Henry B. Gordon, reports from Buenos Aires notable success for "The World of Suzie Wong" in Panama:

PERKINS
PARINTFILM NEWYORK

"SUZIE" STARTED PANAMA OVER FOURTH JULY HOLIDAY WITH OUTSTANDING RESULT FOR FIRST WEEK GROSSING 130% OVER AVERAGE

GORDON

BUENOS AIRES - Latin American division manager Henry B.Gordon (left) and Argentina managing director Sam Bekeris (who had flown to Montevideo to meet him) arrive at Aeroparque. See Page 28 for additional particulars.

パ社の声威を高める作品群

数々の勝れたパ社の作品が完成、パラマウントは記録にある限り最も明るい希望に満ちた時代の一つを迎えるに至つた。第一番はニューヨークのラヂオシティ・ミュージックホールで素晴しい成績をあげている「ザ・プレジュア・オブ・ヒズ・カンパニー」である。然し既に公開された作品以上に一際光彩を放つているのは強力な新作の数々である。

六月下旬パ社首脳部は「ブルーハワイ」のエルビス・プレスリー、「ティファニーで朝食」のオードリー・ヘップバン及びエドモンド・オブライエンの作品「デッドロック」を見たが、以上三つは何れも全世界の映画ファンの心をとらえる素晴しい作品ばかりである。ハワイで作られたハル・ウォリスのこの作品はこれまでに作られたプレスリー映画の中で最上のもので、これは陳腐な言い方に聞えるかも知れないが、事実正にその通りなのである。「ブルーハワイ」はこれまでのプレスリー映画全部を合せたものよりも更に観客の心を惹きつける力を持つているし、又これはハワイへの素晴しい旅でもある。「ティファニーで朝食」でオードリー・ヘップバーンは再びパラマウントに帰つてきたが、これは第一級の嬉しいニュースである。この映画のヘップバーンは純粋なコメディ役を演じているが、コメディは彼女が愛情の導きに突然気がつく所までで、それから後は真面目一方の作品に変る。数千万のヘップバーンファンはきつとこの映画を愛してやまないであろう。更に全くの緊張の連続である「デッドロック」に賞が贈られなければならないであろう。

大好評の「片目のジャック」

「片目のジャック」はロンドンのプラーザ劇場での公開が記録的な成功を収めたあと各地で続々興収の記録を積重ねている。このマーロン・ブランド映画の取扱いについては特に勝れたショウマンシップが発揮されたがその結果が興収の数字にはつきり現れているのである。この映画は今月日本で公開されるが、ショウマンシップが端的にプロフイットと結びつく日本からは記録更新の快報が相次いで来ることが期待される。

ショウマンシップの国、豪洲

勝れたショウマンシップを見せるもう一つの国は豪洲である。「スージー・ウオンの世界」がそのよい例である。この映画に関連してパラマウントでは豪洲の各洲でコンテストを行い、優勝者（ナンシー・クワンに最もよく似ている者）に対して香港への空の旅と賞品の数々が贈られた。この催しは全豪洲に非常な反響を呼び、本誌に紹介した通りこの映画の興収に大きく寄与した次第である。

注目される短篇映画

パ社は今年四月ハリウッドで一巻もの漫画映画の部門でアカデミー賞を得た「マンロー」を獲得、更にこの作品のプロデューサーと契約して今年中に更に二本の漫画映画を購入することになつた。パ社の短篇映画に対する政策の発表は全世界の映画市場を対象とする勝れた作品を網羅するものとして注目に値する。

「ハタリ」についての前評判は依然として素晴らしい。

現在編集及び音楽の最終段階にあるが、野生の動物を描くこの映画はこれまでに作られたものとは全く異つた作品で、公開の暁は一大センセーションをまき起すものと期待される。この映画に出演するジョン・ウエインは更に一九六二年度のパラマントの大作「ザ・マン・フウ・ショット・リバティ・バランス」でジェームス・スチュアートと共演することになつている。年と共に光彩を放つパ社の製作活動である。

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Daring, Effective Showmanship For "One-Eyed Jacks"...



TOKYO - Here in sequence are phases of the daring showmanship staged for "One-Eyed Jacks" at the junction of Ginza, Shinjuku and Shibuya. Two cowboy ballyhoo artists were engaged for a week to simulate a gun duel in important parts of the city, and to focus attention on the upcoming release of "One-Eyed Jacks" at the Hibiya. In the sequence shown above, outside the Shibuya Railway Station, the "Jack" of Spades has just been 'shot' and is about to fall.



The moment 'Spades' hit the pavement, the "Jack" of 'Hearts' whipped out a small banner on which is printed --- "ONE-EYED JACKS Opens at the Hibiya Theatre, July 8th."



After a few moments, 'Spades' arises and in company with 'Hearts' starts distributing cards about "One-Eyed Jacks" to people in the crowds.



At an appropriate moment, a regular policeman arrives. (He is in profile at extreme left); he wants to know what it is all about, and becomes, we presume, so interested that he decides to see "One-Eyed Jacks" himself when it opens at the Hibiya Theatre. (July 8th was the opening date, and the fine verdict of success was printed on our Page 2).

FAR EAST BUSINESS MARKED BY TOWERING BUSINESS ENGAGEMENTS

FLASH ON "ONE-EYED JACKS" IN TOKYO

General Manager Metori cabled on July 17: "JACKS at Hibiya doing excellent Saturday and Sunday even better than first week. Yokohama opened Saturday, and Sunday figure is record figure of this year."

"Shane" Still A Giant



This is a scene showing Alan Ladd and Van Heflin in "Shane," one of the greatest Paramount pictures ever made — artistically and financially. It is here because "Shane" has written entertainment history ever since it was made. "Shane" is writing wonderful history around the world today.

Here's an excerpt from a letter written by Far East Division Manager S.A.Henriksen to his territorial managers:

> "You are lucky to have this All-Time-Western unreleased in your territory. You will be happy to hear that the re-release of this picture in the Philippines recently was most successful and it is now in release in South Vietnam. This is a territory where no other company so far has imported any re-issues, in view of the extremely tough release situation. SHANE is re-released in Saigon simultaneously in two of the three best first-run theatres and it is doing fabulous business, outgrossing most of our pictures released in several years...."

A letter from Latin American Division Manager H. B.Gordon contains like information:

> "VENEZUELA - a tremendous success; am increasing the estimate.....TRINIDAD - tremendous success throughout this territory.....PERU — am upping the estimate in the sureness that the picture will be a tremendous success....ARGENTINA - picture a terrific success at the Electric Theatre, Buenos Aires; outstanding business in Cordoba at the Cine Cervantes and Monumental..... BRAZIL - will be one of the top grossing pictures of the year in this territory....."

This 'Sun' Ever Rises.....

Far East division manager S.A.Henriksen reports an extraordinary story concerning "A Place In the Sun" from K. S. Vaidyanathan's India territory. Ceylon, to be specific.

"A Place In the Sun," in re-release, played the Liberty Theatre, Colombo, recently. It was a massive success. Paramount's share of the receipts proved to be exactly two and one-half times what the picture, in original release, had grossed for all of Ceylon.



BOMBAY - This is the celebrated Regal Theatre during the record-breaking 7 weeks' engagement of "Samson and Delilah." This is a re-release engagement and K.S.Vaidyanathan, Paramount general manager, reports that the Cecil B. DeMille production is doing "phenomenal business" all over India.

After its 7 weeks at the Regal, Mr. Vaidyanathan advises, "Samson and Delilah" did 5 weeks at the Globe Cinema in Poona and 6 weeks at the Plaza in Bangalore.

At the Bombay Regal, for the entire seven weeks, "Samson" topped each week's average business by better than 25%.

In Bangalore, first week of the six was 18% more than the normal weekly business of the Plaza, and the average for the entire six weeks was 50% better than the house weekly average.

At time of Mr.Vaidyanathan's writing, "Samson and Delilah" was in its 3rd week at the New Globe, Madras. Had up to that point done better than 100% better than normal weekly business and was set for an extended run. At the Central in Ahmedabad, first week's gross was an all-time record for the theatre, so was set for a long run. Picture is also doing outstanding business at the Rivoli in New Delhi.

"Samson and Delilah" is making new records in Pakistan also. On its original run in Lahore it played 9 weeks at the Regal; on its recent re-release run, also at the Regal, it did "8 weeks with fantastic grosses."

(The original run of "Samson" all over India was at enhanced admissions; re-release run is at normal admissions).



BANGKOK, Thailand - Awaiting the arrival of Their Majesties the King and Queen of Thailand at the Paramount Theatre premiere of "Psycho" were many Thai notables connected with The School for the Deaf, for which institution the premiere was a benefit. Shown L to R: H.H.Princess Premburachart, Chairman; Lady Chongkol, wife of Vice Premier; Dr. Erb Na Bangchang; Mr. Lek Buranasiri; Dr. L. Suthipong; Lady Malakul; Mrs. Sumali Jatikavanit; Dr. Dang Kanchananran; Dr. Tawan Bunnag.

RIGHT

IPOH, Malaya - The Cathay Cinema here used every means at its disposal in telling the populace about Alfred Hitchcock's "Psycho," and about the stern necessity for seeing it only from the very beginning.







SANTIAGO, Chile - One of the more than fifteen music stores with special displays of the Elvis Presley "G.I.Blues" long-play record album during the highly successful run of the Hal Wallis musical in the Cinema Rex here.



SAN SEBASTIAN, Spain: In the Hotel Maria Cristina, at the Film Festival, Pina Pellicer is congratulated by Argentina's Olga Zubaray, at left, on being named Actress of the Year for her wonderful performance opposite Marlon Brando in "One-Eyed Jacks."

"SUZIE WONG" SALES MEETING

BUENOS AIRES - During the presence here of Henry B. Gordon, Latin American division manager, a sales meeting was held in preparation for the release of "The World of Suzie Wong." All of Argentina's branch managers attended, as well as Chile manager Juan Laupheimer and Paramount's agent in Uruguay, Adolph Wallfisch. (Last-mentioned two left before the above picture was taken).

Shown in the picture above, L to R: Branch managers Pedro Polenta, Bahia Blanca; Salvador Loreto Olliver, Rosario; Bernardo Cortes, Cordoba; Fernando Mendieta, Santa Fe; Enrique Garcia, Mendoza. Seated: Sam Bekeris, managing director, at right; and Alejandro Nuin, sales manager, interior branches.

"The World of Suzie Wong" will be a follow-up to the enormously successful "Psycho." In reporting the meeting, Mr. Gordon said: "All present were most enthusiastic over Paramount's outstanding product and there can be no doubt about Paramount's supremacy in the industry."

UNA PRODUCCION EXCELENTE QUE REALIZA EL PRESTIGIO DE PARAMOUNT

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El rumbo próspero que llevan las recién terminadas producciones de Paramount ha creado en las filas de la compañía un clima de euforia como dificilmente se recuerda. Por de pronto tenemos el ejemplo de "El placer de su compañía", que está haciendo un magnífico negocio en el Radio City de New York. Pero por encima de lo que sucede con las películas en curso ya de distribución, hay un lote de nuevas cintas resplandecientes y de mucha chispa.

En la última semana de Junio, los directores de la compañía vieron a Elvis Presley en "Blue Hawai" a Audrey Hepburn en "Breakfast at Tiffany's" y la producción de Edmond O'Brien "Deadlock". Se trata de tres maravillosas películas de máximo "gancho" para el mundo internacional del espectáculo. Puede parecer un tópico el decir que la producción realizada por Hal Wallis en Hawai es el film en que Elvis Presley supera todas sus anteriores actuaciones; pero también esto es cierto. "Blue Hawai" posee mayores atractivos que todas las demás películas juntas de Elvis Presley. Y además, es un estupendo viaje a Hawai. "Breakfast at Tiffany's" nos ha devuelto a Audrey Hepburn a las pantallas de Paramount y esto es ya una magnífica noticia de superior categoría. En este film Audrey desempeña un papel de alta comedia. Cuando menos se trata de una comedia hasta el momento en que, de pronto, cae en la cuenta de la importancia que tiene el amor; y entonces, aquello toma un cariz serio. A las docenas de millones de fanáticos de Aufrey Hepburn les encantará esta nueva y admirable actuación. Y está claro que un premio debiera recaer en la película "Deadlock".

Mientras tanto, "One-Eyed Jacks" está sumando records en Inglaterra, tras haber logrado una contratación excepcionalmente buena en el cine Plaza de Londres. El film de Marlon Brando ha sido objeto de una extraordinaria campaña de presentación que ha reportado sus frutos en la taquilla, como siempre que se cuida del "showmanship". Durante el presente mes la película será estrenada en el Japón, un país donde el "showmanship" tiene categoría de ciencia exacta muy provechosa, por lo que podemos augurar un caudal de noticias que informen de los sucesivos records batidos.

Otro país que se sitúa en cabeza en punto a eficaces campañas de "showmanship" es Australia. Una prueba de lo sucedido en "El Mundo de Suzie Wong". En relación con este film, Paramount promovió una serie de concursos en todos los Estados, cuyas ganadoras (los mejores dobles de Nancy Kwan) fueron obsequiadas con un vuelo a Hong Kong en visita a esta pintoresca metrópoli, obteniendo además otros preciados regalos. Esta campaña publicitaria despertó general interés nacional con positivos resultados de taquilla, que quedan reflejados en varias páginas de este mismo número de Paramount World.

En este número aparece una información sobre asuntos cortos, en la que se da cuenta de la adquisición por Paramount de un nuevo tema de dibujo animado que mereció el Premio de la Academia de Hollywood en abril de este año. El dibujo se titula "Munro". Paramount ha encargado al productor dos nuevos dibujos sobre el mismo tema para ser entrehados a finales de este año. Esta información relacionada con las películas cortas de Paramount vale la pena que sea leída con detenimiento, pues revela un número de magníficas novedades de auténtico nivel internacional.

Sí, en verdad, el film Paramount resplandece cada vez con mayor brillo a medida que ruedan los años.

INTERESTING SIDELIGHTS ON HOLLYWOOD AT WORK AND AT PLAY

Paramount Studio Club's Softball League is in session again, with Victor Ramirez as 'Sport Commissioner.' There are four separate teams - Hal Wallis, Perlberg-Seaton, John Wayne and Bobby Darin. We picture some of the teams herewith, and will have the others in next month's issue. Incidentally, these teams are in great demand for exhibition games, invitations having been received from as far away as Pittsburgh, Pa. But since the players have to be on virtually instant call for their professional studio chores, most invitations have evoked a firm but polite refusal.



HAL WALLIS TEAM: L to R - Actor John Pop, Rocco Moriano, Church Kayne, Mascot Pamela Echert (from the cast of "Blue Hawaii"), Mike Levery, William Campbell and actor Joseph Hoover. Missing: Hugh Terrell, Barry Gordon, Alex Maxwell.



JOHN WAYNE HATARI's: L to R - Wrestler Dennis Roshay, Manager Aubrey Law, Mascot Shirley Kosberg, Pitcher (and actor) Ken Hooker, James Chirco and Paul Humiston. Missing: John Wayne, Earl Ramirez, Jeff Cochran, Frank Branda and Jerry Isobe.



Here we have Laurence Harvey climbing aboard the venerable Stutz automobile that plays so important a role in Hal Wallis' "Summer and Smoke." This car belongs to that fine old era when automobiles actually had running-boards, comfortable seats and perfect all-around vision.

N. L. DAHLMAN, police chief of Paramount's Hollywood Studio and a 30-year veteran there, celebrated a golden wedding anniversary with his wife Frances on July 11th. Congratulations!



Actor John Wayne and producer-director Howard Hawks escort Turkish correspondent Mrs. Perziat Alcaide onto the set of "Hatari!" to have her see production on the wild animal thriller at first hand.

BELOW

TANGANYIKA - Elsa Martinelli found making "Hatari!" here a great deal different from the studios in Rome, London and Hollywood. -But she survived to give a splendid performance.



Writer John Fenton Murray is at work for Jerry Lewis Productions on the development of a story idea created by Lewis for his future schedule.

Lewis began production of his next comedy, "The Errand Boy," on July 24. He is directing, and starring in, the Paramount release, with Ernest D. Glucksman producing.



This bit of by-play between Shirley MacLaine and Yves Montand in "My Geisha" is one of the cutest cinema situations in years - especially in view of the dramatic relation of the two players in the film.



Elvis Presley became really skilled with the Hawaiian guitar during the filming of "Blue Hawaii," and Joan Blackman was on the receiving end of most of the 13 songs he sings in this enthralling Technicolored Hawaiian happi-film.

Jan Sterling and Edward Andrews have a quite explosive time over a comparatively minor matter in "Love In a Goldfish Bowl" - which also co-stars popular singers Tommy Sands and Fabian, and introduces an eye-filling teenager, Toby Michaels.





This smile from Shirley MacLaine is exclusively for you. It's the one she used so devastatingly in "All In A Night's Work," and she now has it turned on full power in "My Geisha."

DE VOORTREFFELIJKHEID VAN HET PRODUCT VERHOOGT HET PARAMOUNT PRESTIGE

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De rijkdom van goede voltooide Paramount films heeft in onze gelederen een van de grootste tijdperken van optimisme ingeluid zoals wij ons uit het verleden niet meer kunnen herinneren. Als eerste is daar het voorbeeld van "The Pleasure of his Company" die grote zaken doet in New York's Radio City Music Hall. Maar ver boven de voorbeelden van reeds in roulatie zijnde films steekt een nieuwe serie films uit, die glinsteren en schitteren.

In de laatste week van Juni zagen leidende figuren van onze maatschappij Elvis Presley in "Blue Hawaii", Audrey Hepburn in "Breakfast at Tiffany's" en Edmond O'Brien's productie "Deadlock". Men heeft drie uitstekende films gezien, die àlles hebben wat een internationaal publiek aanspreekt. Het klinkt misschien afgezaagd als wij zeggen, dat de Hal Wallis film, vervaardigd op Hawaii, Elvis Presley's meest aantrekkelijke film tot nu toe is - maar het is ook waar. "Blue Hawaii" zal meer aantrekkingskracht op het publiek hebben dan alle andere Presley films tezamen - en het is tevens een grandioze reis naar Hawaii. "Breakfast at Tiffany's" brengt Audrey Hepburn weer naar het Paramount-doek terug, en dat is prachtig nieuws van de hoogste orde. Audrey speelt in deze film een komische roł. Tenminste...het is komedie tot het moment waarop zij plotseling gaat inzien hoe belangrijk liefde is - en dan komt er een ernstiger toon. De tientallen miljoenen Audrey Hepburn fans zullen zeker dol op deze film zijn. En voor louter, nimmer aflatende spanning, verdient "Deadlock" zeker een onderscheiding.

Ondertussen draait "One Eyed Jacks" in England en maakt grote zaken in het Londense Plaza Theatre. De Marlon Brando film heeft een uitzonderlijk goede publiciteitscampagne gekregen, waarvan het resultaat thans aan de kassa merkbaar is, zoals goede publiciteit altijd doet. Deze maand zal de film ook haar première beleven in Japan, een land waar showmanship een exacte en zeer nuttige wetenschap is, zodat wij ook uit dit land zeer, zeer gunstige berichten mogen verwachten.

Een ander land, dat zeer hoog aangeschreven staat wat showmanship betreft is Australië Een bewijs hiervan werd nogmaals geleverd met "De Wereld van Suzie Wong". In verband met deze film heeft Paramount een serie wedstrijden in alle staten georganiseerd, waarvan de winnaars (de beste dubbelgangsters van Nancy Kwan) per vliegtuig naar Hongkong werden gebracht om daar in deze kleurrijke stad een korte vacantie door te brengen. Er waren ook vele andere prijzen beschikbaar. Deze campagne heeft overal zeer veel belangstelling getrokken, met kassa-resultaten waarover U elders in dit nummer van Paramount World meer kunt vernemen.

Een speciale aankondiging over korte films in dit nummer vertelt van Paramount's aanwinst van een cartoon onderwerp, dat in April van dit jaar in Hollywood een Academy Award heeft gewonnen. Het onderwerp is getiteld "Munro", en het is de winnaar in de catagorie eenacter-cartoons. Paramount heeft ook een contract afgesloten met de producent van dit onderwerp voor twee andere cartoons, die later in dit jaar afgeleverd zullen worden.

De aankondiging omtrent Paramount's korte-film-politiek verdient nauwkeurige lezing, want zij omvatten een aantal fantastische onderdelen van echt internationaal formaat

De berichten over "Hatari" blijven geweldig Thans in de laatste stadia van zijn voltooiing, is deze wilde dieren film niet te vergelijken met welke andere films ook, en het zal zeker een top sensatie in het komende Paramount seizoen worden. Ondertussen bereidt de hoofdrolspeler van deze film, John Wayne, zich reeds weer voor op een andere belangrijke rol, met James Stewart in "The Man who shot liberty vallance", een belangrijke Paramount release voor 1962.

Ja, inderdaad, Paramount films worden beter en grootser naarmate de jaren voorbij gaan

A special 2-reel documentary based on footage filmed during the five-month East Africa location of Howard Hawks' "Hatari!" has been edited by Hawks' associate producer, Paul Helmick, for distribution to service groups, clubs and similar organizations.

Showing behind-the-scenes activities in Tanganyika, as well as actual wild game trapping episodes from the exciting Paramount release, the color documentary will play an important role in the advance opinion-making campaign for the Technicolor adventure drama.

SHOWMANSHIP PAYS GUARANTEED DIVIDENDS



LISBON, Portugal - So important was the music of "Cafe Europa" ("G. I. Blues") considered here, that a total of music and record shops gave window displays to the Presley film. All were of the calibre of this one of Discoteca Universal, which gave the entire window to the film's music.

"Global Concept" is Manual's Keynote.....

A comprehensive and invaluable manual expressive of Paramount International's showmanship and public relations aids has been prepared and distributed world-wide by Charles P. Juroe, director of advertising and publicity.

Keynote of the effectiveness of the manual is found in the following excerpt from Mr. Juroe's covering letter:

"There has been such a dramatic change in movie-going tastes and habits in recent years that audiences throughout the world react identically to many types of films, as has been our own experience with such recent successes as 'The Ten Commandments,' 'Psycho' and 'The World of Suzie Wong.' Consequently, we feel that many of the promotional techniques effectively employed in the U.S. can also be used with similar results in many of the situations abroad. On the other hand, your own ideas and special promotions keyed to local tastes can be copied here and in many other countries throughout the world.....

Paramount International's showmanship record abroad, already Paramount-tops and highly regarded, should reach new heights aided by this fine manual.

And Mr. Juroe and his small but tireless staff in Home Office will thereby render still greater service throughout Paramount International's world.



WAKEFIELD, England - On Page Ten is one phase of the remarkable showmanship campaign the Wakefield Playhouse devoted to "The World of Suzie Wong." Here is the lobby of the Playhouse with an alluring display of the actual cheongsams worn by Nancy Kwan, Jacqui Chan and other players in the Ray Stark production released by Paramount.



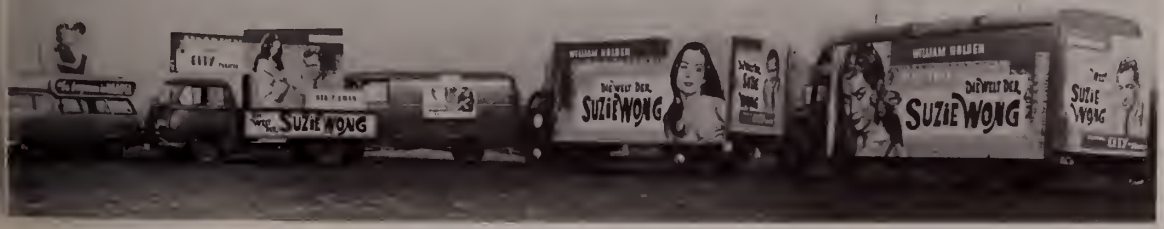
BOSTON - Morton's department store on busy Boylston Street tied in with the local showmanship campaign on "The Pleasure of His Company" by staging a contest for brides-to-be, with this gown as top prize. Note the liberal display of stills from the film, which was current at the local Paramount Theatre.



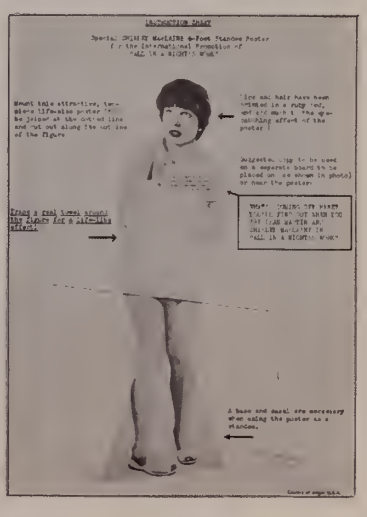
TORONTO - Another of the very fine showmanship stunts reported by Win Barron, Paramount publicist with Affiliated Pictures Corp. Ltd., is shown here. This contest staged in connection with "The Pleasure of His Company" at the University Theatre, produced a veritable avalanche of entries from girls who wanted the privilege of having a screening room to show the picture to their fiances -- and then to treat them to a steak dinner. Fine showmanship!



This is the striking towel-clad 'figure' of Shirley MacLaine that's been greeting visitors on the 10th floor of Home Office for the past few weeks. It of course reveals the agile Shirley as she appears in "All In A Night's Work."



FRANKFURT * Some of the fleet of nationwide transportation trucks which daily cover many hundreds of miles performing two major tasks -- carrying their assigned freights, and spreading the good word about "The World of Suzie Wong." This has proven to be one of the most effective of all forms of showmanship in Germany.



This is the sheet of instructions which accompanied the replicas of the figure which have been shipped to the major Paramount offices throughout the world. Sheet tells how to mount and display the poster.

A pleasure is none the less a pleasure because it does not please forever.
W. Somerset Maugham



ROME - A most effective poster for "Psycho" in the lobby of the Fiamma Theatre. Poster was luminous and stood 9 feet high.

I think breakfast is so pleasant because no one is conceited before one o'clock.
Sydney Smith



NEW YORK - The American Weekly, syndicated magazine appearing in all of the Hearst publications, with a circulation in the multi- millions, had this fine Audrey Hepburn cover on its June 29 issue - and of course a story inside relating to a wonderful, whimsical picture called "Breakfast At Tiffany's."

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RIGHT

ROME - These advertising 'shields' on the Via Veneto carried luminous posters for "Psycho," visible day and night.

L'ECCELLENZA DELLA PRODUZIONE AUMENTA IL PRESTIGIO PARAMOUNT

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Il considerevole numero di bei film Paramount pronti in questo momento ha generato in seno alle nostre Case una delle più grandi ondate di ottimismo che la nostra mente ricordi. A prescindere dal caso di THE PLEASURE OF HIS COMPANY che ha avuto una magnifica resa al Music Hall di New York, nonchè di altre nostre pellicole già uscite, possediamo un insieme di nuovi lavori che non potrebbe formare un quadro più promettente.

Durante l'ultima settimana di Giugno i nostri dirigenti hanno per esempio veduto Elvis Presley in BLUE HAWAII, Audrey Hepburn in BREAKFAST AT TIFFANY'S, nonchè il film di Edmond O'Brien, DEADLOCK, cioè tre bellissime pellicole d'immenso richiamo internazionale. Potrà sembrare banale vi si dica che il film girato a Hawaii da Hal Wallis sia il migliore di tutti i lavori di Presley, ma è proprio così. Infatti BLUE HAWAII ha più elementi per piacere al pubblico di tutti gli altri film di questo attore messi insieme, senza contare che vedere questa pellicola è come fare uno splendido viaggio a Hawaii.

Abbiamo poi BREAKFAST AT TIFFANY'S che ci riporta sullo schermo la deliziosa Audrey Hepburn, ciò che è già di per sè una notizia di prim'ordine. In questa storia Audrey ha una parte di pura commedia, o per lo meno tale fino al momento in cui la ragazza che essa interpreta si innamora sul serio, perchè allora le cose cambiano. E' una pellicola che piacerà immensamente a tutti i milioni di ammiratori di questa brava e simpatica attrice.

In questo film eccitanti che si seguono con la massima tensione dalle prime all'ultima battuta, DEADLOCK merita indubbiamente l'Oscar.

Intanto, ONE-EYED JACKS di Marlon Brando continua a battere records su records in Inghilterra dopo la sua magnifica programmazione al Plaza di Londra. Il film ha avuto un lancio veramente eccezionale il cui esito si sta appunto constatando ore al botteghino, come generalmente si verifica dopo tutti i buoni lanciamenti. Questo mese la pellicola uscirà anche in Giappone, e siccome in quel paese hanno creato una vera e propria scienza dei lanci cinematografici, ci aspettiamo anche da lì notizie di risultati fantastici.

Altra nazione dove sono diventati maestri in fatto di lanciamenti è l'Australia, come ci è stato ultimamente dimostrato con THE WORLD OF SUZIE WONG. Per questo lavoro la Paramount ha infatti promosso una serie di concorsi per la ricerca della ragazza più somigliante a Nancy Kwan in ogni singolo Stato del paese. Le vincitrici hanno avuto come premio un viaggio aereo a Hong Kong e breve vacanza in quella pittoresca città, nonchè altri tipi di premi. Naturalmente questa campagna pubblicitaria ha destato vivissimo interesse in tutta l'Australia, con quei risultati di cassetta che potrete voi stessi constatare in diverse pagine del presente numero di Paramount World.

In questo fascicolo troverete pure uno speciale annuncio in materia di corti metraggi circa l'acquisto da parte della Paramount di un cartone animato intitolato MUNRO che ha vinto l'Oscar a Hollywood in Aprile scorso. La nostra Casa ha anche firmato un contratto col suo produttore per altri due cartoni da consegnarsi tre qualche mese. Vi consigliamo di leggere attentamente tutte queste novità sulle direttive della Paramount in tema di cartoni animati perchè si tratta di ottimi lavori che hanno successo in tutte le parti del mondo.

Continuano a pervenirci magnifiche notizie circa HATARI! che si trova ormai alla fase finale del montaggio e commento musicale. Sembra sia un bellissimo film ed anche differente da tutti i precedenti dello stesso tipo, e senza dubbio esso costituirà una delle grandi sensazioni dello schermo della prossima stagione Paramount. Intanto John Wayne, l'interprete principale del film, si sta preparando per la sua parte con James Stewart in THE MAN WHO SHOT LIBERTY VALLANCE, una delle grandi pellicole che la Paramount distribuirà nel 1962.

Proprio così! Più gli anni passano e più promettente e luminoso diventa il quadro dei lavori che la Paramount ha dinanzi a sè!

"SHANE" STAYS SOCKO!

ITALY has come up with some staggering box office figures on the sustained power of the re-released "SHANE," especially in contrast with other re-released product. Here are some examples:

MILAN - "Shane" in a 2-weeks engagement grossed 8 times what "Unconquered" did, and 6 times what "Streets of Laredo" did.

CATANIA - "Shane" did twice the business of both of the foregoing re-releases.

GENOA - "Shane" did almost three times the business of "Unconquered" and one and a half times the business of "Laredo."

TURIN - "Shane" did 3½ times the business of "Unconquered" and twice that of "Laredo."





William Holden and Lilli Palmer in "The Counterfeit Traitor" give performances of love and understanding in an atmosphere of sheer terror which may well be regarded later as contenders for Academy Awards.

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OUR "SPEAKING" ANIMALS

THOSE "HATARI!" ANIMAL CHARACTERS ARE HAVING MORE TO SAY THIS MONTH



"This man Howard Hawks is just so wonderful with animals - humans must have taught him an awful lot."

Not all of the animals of "Hatari!" got a chance to speak their minds last month. In the spirit of good manners encountered so often in the animal world, some of the film's participants deferred until this month. Their views and comments are set forth on this page - and there are even some left over for next month. The animals hope you understand.



"Those crazy men don't know what they're missing, not eating branch tops - delicious, and they are mild!"



"Don't laugh at me - I never miss my train in the morning!"



"I wonder what she means - 'Cheetah, I love you'?"



"Don't worry, old chap - Leap Year, Y'know!"



"This, I presume is what those film people call being 'knocked for a loop'."



"I suppose we'd better drink the old water - but just between us, I'd much rawther have a Pepsi in me trunk."

Happenings Along the Production News Front

Because of the intense heat of the desert outside of Barstow, California, Paramount issued canvas gloves to all members of the cast and crew of "Escape From Zahrain." This meant gloves for Yul Brynner, Sal Mineo, Madlyn Rhue and Jack Warden, and also for Ronald Neame, the producer-director.

The gloves were not to keep the hands cool but to protect them from the scorching desert rocks and company equipment.

Novelist Howard Fast is writing the screenplay for "Sylvia," suspense drama to be put into production in December for Paramount release. This story of a man's search into the past of a beautiful and enigmatic woman will be produced by Martin Poll and Martin Ritt, with Paul Newman starred, and Martin Ritt directing.....Louis Gasnier, a leading director of the silent film era, and for 56 years an active participant in the motion picture industry, has a featured acting role in "Hell Is For Heroes." The World War II drama has Steve McQueen, Bobby Darin and Fess Parker heading a notable cast....Gasnier is best known for his direction of the silent serial, "The Perils of Pauline," starring Pearl White....Nate Monaster is co-writing with Edmund Beloin "Climate of Love," modern comedy set on an exotic Pacific atoll. The Beloin-Monaster association does not affect Beloin's partnership with Maurice Richlin in the production of the forthcoming "Villa Mimosa." Paramount will release both films.....Yul Brynner and Sal Mineo, once one of Broadway's most popular 'father and son' teams, are reunited for the first time in ten years in "Escape From Zahrain," high-voltage adventure drama filmed in Technicolor. Mineo made his acting debut as Brynner's son in the Broadway hit musical, "The King and I." Since then they have joined the ranks of Hollywood's brightest stars, with Brynner winning an 'Oscar' and Mineo nominated for one last year for "Exodus".....The sole female role in the otherwise all-male cast of "Hell Is For Heroes" was awarded to Michele Monteau. She plays a Belgian barmaid.....Geraldine Page, portraying a Southern small town music teacher in Hal Wallis' production of Tennessee Williams' drama, "Summer and Smoke," is offered a rare opportunity to demonstrate her singing ability. She performs two numbers in this memorable picture: "Everytime I Feel the Spirit," a familiar folk hymn, and "La Golondrina." Laurence Harvey stars opposite Miss Page, and also prominent in the picture are Rita Moreno, Earl Holliman, Una Merkel, Pamela Tiffin and John McIntire.....Claudia Cardinale, dynamic young Italian actress, has won the leading female co-starring role opposite Sidney Poitier in "The Iron Men," which will be filmed in Italy commencing in September. The picture will portray the exciting story of the famous 99th Pursuit Squadron during World War II which was composed of an all Negro complement with the exception of white ground officers.....William Wellman will both produce and direct the cowboy feature, "The Rounders," for Paramount release. Picture will go into production in November....."Forever My Love," starring Romy Schneider, has completed editing in London and will be previewed in final form before the end of the present month....."The Man Who Shot Liberty Valance" is about to go into production with James Stewart and John Wayne co-starred.



PAUL NEWMAN



YUL BRYNNER



LANA TURNER (above) will star opposite Dean Martin in Jack Rose's "Who's Got the Action?" Daniel Mann will direct the comedy, which concerns a society woman who turns bookmaker to cure her husband of his horse-playing habits.



GERALDINE PAGE

Henry Blanke has been assigned as producer of "Hell Is For Heroes," World War II drama currently filming under the direction of Don Siegel. Blanke's assignment marks the first picture he will produce for Paramount under his multiple-film agreement with the company. Other pictures on his schedule include "Dear and Glorious Physician" and "Mistress of Mellyn".....William Gray, unit manager for Hal Wallis Productions, has returned to Hollywood from Japan, after three weeks of scouting locations for "A Girl Named Tamiko," which is scheduled to start shooting in November. Laurence Harvey and France Nuyen will star under the direction of John Sturges.



HOLLYWOOD - At right is John Cassavetes, producer-director of "Too Late Blues," and under contract to Paramount. He is receiving the congratulations of Othon Castillo, correspondent from Ecuador.

"Restless" is the final title of the Edmond O'Brien-directed production formerly known as "Deadlock." Jeffrey Hunter, David Janssen and Stella Stevens star in the drama (a scene from which is shown at right). Based on a short novel by John McDonald, "Restless" is the story of the fulfillment of a fateful promise made by two men during a night patrol action in the Korean War..... Henry Denker, whose hit play "The Fair Country" is running on Broadway, New York, has been signed by Perlberg-Seaton Productions to script "The Hook," from Vahe Katcha's novel of the same title. This is a psychological story of three GIs aboard a small freighter who are faced with an order to kill an Oriental prisoner they have just captured during the Korean War **********



If you break 100, watch your golf. If you break 80, watch your business.

Walter Winchell





Breathholding Beauty

The scene above is by the greatest scenic artist of them all - Nature. It is background for much of the intriguing action of "My Geisha," and dominating it is the matchless beauty of Japan's Mount Fujiyama.

At left is a close-up of this filmed-entirely-in-Japan Paramount release, and at right a close-up of the film's stellar cast, also in the same locale. They are, L to R: Robert Cummings, Shirley MacLaine, Yves Montand, Yoko Tani, Edward G. Robinson.



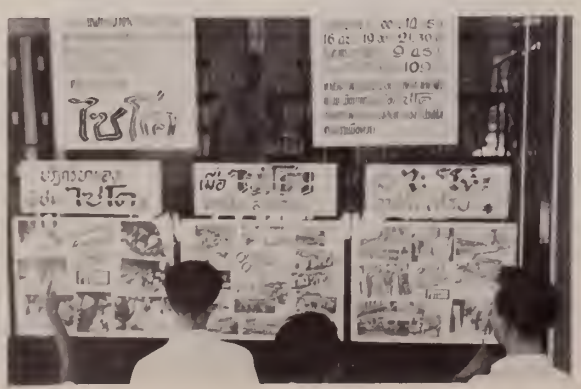
THE WHOLE WORLD STILL IS MIGHTY "PSYCHO" CONSCIOUS



BANGKOK, Thailand - Their Majesties the King and Queen of Thailand being officially met at the Paramount Theatre charity premiere of "Psycho" by Mr. Nark Thebhasdin, Under Secretary of the Ministry of Education. Premiere was in aid of The School for the Deaf.



Also on the official line of reception for Their Majesties at Bangkok's Paramount Theatre were, L to R: Dr. Dang Kanchanaran; Dr. Tawan Bunnag; Mrs. Kamala Kraireog, principal of the School for the Deaf; Mr. Maitree Tiatrakul, eminent owner and director of the Paramount Theatre; Mr. E. Uthai; Mr. Chana Chaikijkarana, Paramount manager for Thailand.







LIMA, Peru - Showmanship for "Psycho" certainly won the crowds here. This scene is outside the Cine Pacifico; at top, the crowds attracted to the Tacna, where the Hitchcock picture played day-and-day.



BANGKOK, Thailand - Their Majesties the King and Queen of Thailand arriving at the Paramount Theatre for the charity performance of "Psycho."
LEFT - Display in the lobby of the Paramount showing some of the successful engagements of "Psycho" in other countries.

New Zealand

Word from Robert J. Kerridge, governing director of the Kerridge-Odeon Circuit:

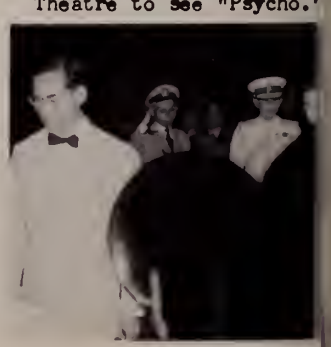
"During the past few days we have had the excitement of the opening of PSYCHO in Auckland and Wellington. The public have responded magnicently to the publicity campaign and promotional devices. I am sure that we will enjoy long seasons and sustained peak business."



SANTIAGO, Chile - One interesting phase of the highly successful engagement of "Psycho" at the Re Cinema concerned this door man at the theatre. The man was hired specially fo the Hitchcock film (for reasons enumerated in our columns many times), and since the Santiago public is not accustomed to seeing doormen at theatres, this fact was notable in itself, in fact, it was a precedent-setting event. Then, too, the doorman ha the film's title in gold lace on his peaked cap, an he posed proudly while Paramount manager Juan Laupheimer took his photo

The enormous success o the engagement will be pictured next month.

BANGKOK - An interest ing close study of the King of Thailand, and h charming Queen (at right entering the Paramount Theatre to see "Psycho."





Cable from San Sebastian

On Page 2 we quoted initial cable from San Sebastian, Spain, regarding the reception accorded ONE-EYED JACKS. Now below we give a second cable from Frank Siter, routed through John B. Nathan, Continental general manager, in Paris. It reads:

ALTHOUGH FESTIVAL TECHNICALLY STARTED YESTERDAY, IN REALITY IT GOT UNDERWAY TODAY AS PRESENTATION OF "ONE-EYED JACKS" CHARGED ATMOSPHERE WITH DISPLAY OF PUBLIC ENTHUSIASM. SHOWING MARKED BY UNPRECEDENTED OUTBREAK OF APPLAUSE IN MID-PICTURE. PELLICER* STRUCK PUBLIC FANCY WITH HER TALENTED PERFORMANCE AND PERSONAL APPEARANCE, REQUIRING POLICE ESCORT THROUGH THRONG OF ADMIRERS WHEN EXITING THEATRE. GENERAL REACTION IS THAT FILM IS TRIBUTE TO BRANDO'S SKILL AS DIRECTOR AND ACTOR. "ONE-EYED JACKS" ALREADY REGARDED AS STRONG AWARD CONTENDER. CONGRATULATIONS TO ALL RESPONSIBLE FOR THIS GREAT PICTURE AND I CONFIDENTLY PREDICT OUTSTANDING SUCCESS IN SPANISH MARKET. ALL IMPORTANT EXHIBITORS CONCUR. SHORT** SENSATIONAL. GOOD CHANCE FOR AWARD.

* Pina Pellicer personally appeared.

** Short was "Boats A' Poppin'"





We'll bet that in this duet-ish scene from the exciting "Too Late Blues," Bobby Darin is <u>not</u> saying to Stella Stevens - "What have you heard from Tierra del Fuego --- lately?"

MARLON BRANDO'S DYNAMIC "ONE-EYED JACKS" WINS TOP AWARD AT THE SAN SEBASTIAN FILM FESTIVAL

Along with winning the Golden Seashell, top award at the San Sebastian Film Festival, "One-Eyed Jacks" was accompanied by one of the most thunderously successful publicity fanfares any film has ever been accorded in Spain. Credit for this, in the estimation of Paramount's top executive echelon in Paris, goes with a 'golden seashell' all his own to Paramount's ace publicist in Spain, Jaime Arias. This inspired showman did a marvelous job, all the way from introducing radiant Pina Pellicer to the Festival and to Spain, through expert coverage by radio and television, and top-flight publications. In every way possible, "One-Eyed Jacks" has enormously enhanced Paramount prestige in Spain.



SAN SEBASTIAN - Paramount display for "One-Eyed Jacks" in front of the Victoria Eugenia Theatre.

BELOW. Outdoor stand telling the public about Paramount's "One-Eyed Jacks."



Pina Pellicer, a charming and radiantly happy guest of honor at the Film Festival, is led into the beginning dance by the Festival's director, Sr. Francisco Ferrer.





Pina Pellicer, accompanied by her agent, Mrs. Lonka Becker, and Paramount's general manager for Spain, Frank A. Siter, passes through border inspection at Hendaye.



SAN SEBASTIAN, Spain: Wherever she went here during the Film Festival, Pina Pellicer was beset by autograph hunters. But she remained calm and charming, aided no doubt, by the pacifying presence of Paramount's general manager for Spain, Frank A. Siter, in background.



The Paramount Pictures box in the Victoria Eugenia Theatre, where the main Festival activities were held.



At the conclusion of the triumph in the Victoria Eugenia Theatre, Pina Pellicer is escorted to the reception in the Maria Cristina Hotel. She is flanked by her agent, Mrs. Lonka Becker, and Mrs. Jaime Arias. Also by Messrs Hochstetter (Motion Picture Export Association), Maranon and Hopman (United States Consul at Bilbao).



F _L_ A _S_ H

PERKINS
PARINTFILM, NEW YORK

"ONE-EYED JACKS" WON GOLDEN SEASHELL FIRST PRIZE FOR BEST PICTURE SAN SEBASTIAN FESTIVAL AND PINA PELLICER BEST ACTRESS PRIZE. COMPLETE VICTORY FOR "ONE-EYED JACKS" AND PARAMOUNT

NATHAN

Paramount WORLD
Vol. 7, No. 10 October, 1961



Stella Means 'Star'



LONDON - A lovely photograph of Audrey Hepburn arriving at the Plaza Theatre for the premiere of "Breakfast At Tiffany's."



This fine cover, in color, decorated the October issue of Global Film Marketing, the powerful and informative motion picture publication which originates in Tokyo and circulates in strength around the world. (It was formerly Far East Film News, but changed its name when its influence became global).

"Breakfast At Tiffany's," which has a global appeal, thus finds a perfect message carrier.

Cover Girl!

The girl on this month's cover is Stella Stevens, the Paramount personality who is most surely headed for stardom by virtue of her glowing performance in "Too Late Blues." It is no mere accident, but the hand of Fate, that decreed she should be named Stella -- which means 'Star.'

Cover photo by Milton Greene

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Volume 7, Number 10 October, 1961 ALBERT DEANE, Editor

This month our star-making cover of Stella Stevens heralds much other good news.....This news, by the way, is being carried abroad by Mr. Weltner, who is in Europe at the time these lines go to press....And it was from Europe, Denmark's capital of Copenhagen, to be precise, that Paramount International's president, James E. Perkins, announced the new Paramount product that is covered on the opposite page, and the one following.....Mr. Perkins saw, and Mr. Weltner is seeing, the wonderful examples of showmanship in connection with "One-Eyed Jacks," "The World of Suzie Wong" and other pictures that have made the Paramount reputation for solid showmanship on each and every picture distributed by our company abroad a by-word, and an envy, in all sections of the industry abroad.

Meanwhile, the superb showmanship exposure that "Breakfast At Tiffany's" is being given in the U.S. is being relayed to the international field, with the result that the end of this year and the beginning of 1962 will see this Audrey Hepburn starrer gathering plaudits -- and record receipts -- all around the globe.

Among the many other matters that we would like to call your attention to in this issue is the uniqueness of "Too Late Blues," one of the most unusual pictures in Paramount history. We have a page on it this issue - more next month.

Don't miss all of the wonderful news about

"O N E - E Y E D J A C K S"

on Page 39.

This picture is cracking a lot of international records....Outgrossing "The World of Suzie Wong" and "Psycho."



One of the amenities connected with being Paramount Vice President in charge of world sales, is that you get to meet the stars. Thus, George Weltner was on hand at London Airport to meet Audrey Hepburn when she flew in from Rome to attend the premiere of "Breakfast At Tiffany's" at the Plaza Theatre -- of which event there are several pictures on Page 25.

GERMANY'S TRULY MASSIVE OBSERVANCE OF 1961's PARAMOUNT WEEK

Paramount International president James E. Perkins has received from Hugo Stramer, general manager in Frankfurt, the following cable indicative of the gigantic sales effort the West German Paramounteers put into this year's observance of Paramount Week:

HONORED INFORM YOU PARAMOUNT WEEK PRODUCED 1,811 SHIPMENTS, WHICH IS 150% ABOVE WEEKLY AVERAGE. IT IS ALSO 670 SHIPMENTS MORE THAN 1960. ENTHUSIASM AND EFFORT OF ENTIRE STAFF HAS MADE THIS WEEK THE BIGGEST IN COMPANY'S HISTORY.

STRAMER

WORLD-WIDE APPEAL GIVEN PRIORITY IN ANNOUNCEMENT OF NEW PARAMOUNT PRODUCT

Key International Cities Synchronize With New York in Multiple Press Release

PRODUCTIONS

The pictures announced by Mr. Weltner and detailed by Mr. Pickman, are listed here for the record, since all areas of the company have received full particulars through regular channels.

BREAKFAST AT TIFFANY'S, starring Audrey Hepburn and George Peppard; BLUE HAWAII, Hal Wallis production starring Elvis Presley and Joan Blackman; THE ERRAND BOY, starring Jerry Lewis; SUMMER AND SMOKE, starring Laurence Harvey and Geraldine Page, a Hal Wallis production; THE COUNTERFEIT TRAITOR, starring William Holden, Lilli Palmer and Hugh Griffith, a William Perlberg-George Seaton production.

MY GEISHA, starring Shirley MacLaine, Yves Montand, Edward G. Robinson, Robert Cummings and Yoko Tani, a Steve Parker production; HATARI!, starring John Wayne, Hardy Kruger, Red Buttons, Elsa Martinelli, Gerard Blaine and Michele Girardon, a Howard Hawks production; ESCAPE FROM ZAHRAIN, starring Yul Brynner and Sal Mineo; HELL IS FOR HEROES, starring Steve McQueen, Bobby Darin, Fess Parker, Harry Guardino, Bob Newhart, Mike Kellin, Nick Adams and James Coburn, a Henry Blanke production.

TOO LATE BLUES, starring Bobby Darin and Stella Stevens, a John Cassavetes production; THE MAN WHO SHOT LIBERTY VALANCE, starring James Stewart, John Wayne, Vera Miles, Edmond O'Brien and Lee Marvin, a John Ford production; THE EASTER DINNER, starring Charlton Heston, Elsa Martinelli and Harry Guardino, a Melville Shavelson production; THE IRON MEN, starring Sidney Poitier and Claudia Cardinale; A GIRL NAMED TAMIKO, starring Laurence Harvey, France Nuyen, Martha Hyer, a Hal Wallis production.

IT'S ONLY MONEY, starring Jerry Lewis; WHO'S GOT THE ACTION, starring Dean Martin, Lana Turner and Eddie Albert; MY SIX LOVES, starring Debbie Reynolds; THE HOOK, a Perlberg-Seaton production; SYLVIA, a Marrin Poll production starring Paul Newman; THE JACKALS, starring Ava Gardner, Louis Jourdan and Curt Jurgens; VILLA MIMOSA, an Edmond Beloin production; NIGHT WITHOUT END, a William Perlberg-George Seaton production.

THE STEPMOTHER, a Henry Blanke production; THE LONG PIG, an Aubrey Baring production; REUNION, a Stuart Miller production; THE WINSTON CHURCHILL STORY, a Hugh French production; DEAR AND GLORIOUS PHYSICIAN, a Henry Blanke production; AFFAIR IN ARCADY, a Henry Blanke production; MISTRESS OF MELLYN, a Henry Blanke production; CARNET DE BAL, a Perlberg-Seaton production; IT'S MURDER, a Henry Hathaway production.

NO BAIL FOR THE JUDGE, a Gant Gaither production; CLIMATE OF LOVE, an Edmond Beloin production; THE ROUSTABOUT, starring Elvis Presley, a Hal Wallis production; DECISION AT DELPHI, a Hal Wallis production; FOREVER MY LOVE, starring Romy Schneider and Karl Boehm, an Ernest Marischka production; SIEGE OF SYRACUSE, starring Tina Louise and Rossano Brazzi; COME BLOW YOUR HORN, a Bud Yorkin-Norman Lear production; BECKET, a Hal Wallis production; THE WICKED ONE; ALL THE WAY HOME, a David Susskind production; BOEING-BOEING, a Hal Wallis production.

The announcement on this page - and on the page following - was made simultaneously in

LONDON
COPENHAGEN
TOKYO
SYDNEY and
SINGAPORE.

It represents the most important product statement made by Paramount in decades.

It has been received by exhibitors and the industry, everywhere, with parallel importance.



OPTIMISM PLUS

George Weltner (right) Paramount vice president in charge of world sales, and Jerome Pickman, vice president and general sales manager of Paramount Film Distributing Corp., reflect the high level of enthusiasm in evidence as Paramount's new program of product was announced to the industry on October 13th.**********

In New York, Mr. Weltner hosted a luncheon in the Company diningroom and had a one hundred percent representation by the trade press. His meeting, which was attended also by Messrs Barney Balaban, Adolph Zukor, Jerome Pickman, Russell Holman and Martin Davis, received magnificent press coverage, particularly Paramount's dedication "to producing and distributing the best motion pictures for a vast international audience." Mr. Weltner pointed out that the word 'international' had not been used lightly. He graphically represented by his own experience how important the international market has become to our company and to our industry. Chester B. Bahn, writing editorially on Page One of The Film Daily, headlined his piece: "Weltner: He Makes Sense about problem and approach..." He was writing of the international market, and of the only calibre of product that has a chance in today's market. (On the following pages are sidelights on some of the overseas meetings).

In speaking to the industry press at Paramount's product announcement luncheon in New York home office on October 13th, Adolph Zukor stressed again and again the fact that the most 'priceless' ingredient in our business is ENTHUSIASM -- enthusiasm for the making, for the selling and for the showing of our product.

Paramount's founder at the same time stated that he had the same overwhelming enthusiasm for the upcoming production of "Dear And Glorious Physician" as he had for the making of "The Ten Commandments."



HOW INTERNATIONAL CENTRES RECEIVED THE PARAMOUNT PRODUCT MESSAGE

The simultaneous international presentation of Paramount's message of towering product for the immediate future proved to be one of the most successful examples of industry public relations our business has seen in decades.

London

A section of the British press which heard Russell W. Hadley, Jr., assistant managing director, announce the new Paramount product. Left to right: Bill Altria, Kinematograph Weekly; Jock MacGregor, Motion Picture Exhibitor; Peter Burnup, Motion Picture Herald; Jack Upfold, Paramount's general manager of publicity; Bill Pay, Motion Picture Herald; Russell W.Hadley,Jr.; C.H.B.Williamson, Daily Cinema.



SYDNEY - Viewing an effective display of Paramount product announcements are: Norman B. Rydge, governing director of Greater Union Theatres; Robert L. Graham, Paramount managing director; Horrie Nagel, Greater Union executive; Paramount's general sales manager George M. Nacard.



SYDNEY - Audience of press, radio and TV representatives in Paramount's Theatrette here listen to managing director Robert L. Graham's statement of Paramount production plans.

Singapore

Roy McAree, Paramount manager, addressing representatives of all language presses in this city. Fine coverage resulted, and Mr. McAree was pictured in the press and widely quoted.



Tokyo

The message covering the presentation of the news to the entire Orient was contained in the following cable from Far East division manager S. A. Henriksen:

VERY SUCCESSFUL RESULTS GUARANTEED FROM PARAMOUNT PRESS MEETING TOKYO TODAY ATTENDED BY REPRESENTATIVES OVER 25 IMPORTANT NEWSPAPERS AND MAGAZINES. MAILING PHOTOS AND CLIPPINGS SOON AS AVAILABLE.

HENRIKSEN

(Material had not come to hand at press time, so will be published next month).



LONDON - Another section of the audience of Russell W. Hadley, Jr.,as the assistant managing director made the Paramount product announcement. L to R: Jack Upfold, Bill Pay, Mr. Hadley, C.H.B.Williamson; Harold Myers, Variety; Maggi Nolan, Hollywood Reporter; Bernard Charman, Daily Cinema.





When the right picture appears, the Radio City Music Hall queues take in blocks and blocks of New York City real estate. Which is just what happened with "Breakfast At Tiffany's."

****

"BREAKFAST AT TIFFANY'S" IS A NATIONAL FEAST!



Paramount's public-information powerhouse entrusted with the launching of the new popular appeal product.

In rear centre, holding the widely-hailed spread on "Breakfast At Tiffany's," is Martin Davis, national publicity, advertising and showmanship director. To his left is Joseph Friedman, his executive assistant; and to his right is Bernard Serlin, exploitation manager, who presided over the meeting. Mort Hock, of head office advertising and publicity department is standing, second from left.

The seven field representatives are, standing, Leonard Allen, covering Atlanta, Charlotte, Jacksonville, New Orleans and Memphis (at left), and Arnold Van Leer, Boston, Buffalo and New Haven (at right). Seated, L to R: Mike Weiss, Philadelphia, Cincinnati, Cleveland, Pittsburgh, Washington; Everett Olsen, Dallas, Des Moines, Kansas City, St. Louis; Win Barron, all Canada; Henry Ehrlich, Chicago, Detroit, Indianapolis, Minneapolis and Milwaukee; Alan Weider, Los Angeles, Denver, Salt Lake City, Sean Francisco and Seattle.

At the opening session, the field representatives were greeted by George Weltner, vice-president in charge of world sales, and Jerome Pickman, vice-president and general sales manager of Paramount Film Distributing Corporation.



Unique Invitation....

This bottle of champagne bore on its black and gold label the following text:

Paramount Pictures is very pleased indeed to invite you and your guest to attend a special invitational screening of
AUDREY HEPBURN
as that delightful darling
Holly Golightly
serving champagne kisses and wonderful fun in
BREAKFAST AT TIFFANY'S
a Jurow-Shepherd production in Technicolor, based on the novel by Truman Capote
Thursday, September 28
at the
Capitol Theatre
Broadway at 51st Street
at 8:15 p.m.
OPENING AT RADIO CITY MUSIC HALL IN OCTOBER

The bottle, together with Danish pastry, was delivered in a Tiffany shopping bag to film critics and top newspaper personalities in New York City by hand. The showmanship was highly regarded by the recipients of the very novel invitation.



This full page advertisement by Macy's in The New York Times of Oct. 5th is one of the finest send-offs, in a co-operative sense, that any film ever received in New York City. Ad. was geared to the particular spirit of "Breakfast At Tiffany's," and was widely applauded by both the film and advertising professions.

RIGHT

A smart facet of showmanship connected with the launching of "Breakfast At Tiffany's" was a mass interview given by George Peppard at the Radio City Music Hall to editors of high school papers.

All photos on this page by ED SULLIVAN



NEWS FROM THE U.S. SECTOR



MARIETTO (shown above with Clark Gable), the sensational Italian child actor who drew critical applause for his performance in "It Started In Naples," is playing a top role in Melville Shavelson's "The Easter Dinner," which stars Charlton Heston and Elsa Martinelli.

It was Shavelson, in company with producer Jack Rose, who originally introduced young Marietto to world audiences in "It Started In Naples."

JACKSONVILLE "Blue Hawaii" was screened in Jacksonville yesterday, and from all reports, it looks as if Elvis has done it again! The informal attire (namely, bathing suits) worn by the girls in "Blue Hawaii" was especially enjoyed by the booking department. Everyone in the office who attended the screening was so impressed with the beauty of our youngest state, that they began at once to save for a vacation in Hawaii. Seriously, they said the scenery and color were magnificent.

We are into GORDON BRADLEY MONTH now, and it is apparent that our Jacksonville Branch sales force has done a terrific job in securing playdates in honor of Mr. Bradley, during the month of October. They are due a great deal of praise.

Vacations are over for everyone here except for booker, Howard Bunch. Most of us are now looking toward Thanksgiving and Christmas Holidays.

Goodbye again till next month from the Sunshine State Branch, (which incidentally is experiencing a bit of cooler weather - 70 degrees).

-Saundra J. Snodgrass

"S h a n e" ...in re-release in Djakarta, Indonesia, already has far surpassed the receipts of the original releases of the following Paramount pictures:

"But Not For Me," "Career," "The Hangman," "The Five Pennies," "The Black Orchid," "Houseboat," "Visit To A Small Planet," "The Delicate Delinquent," "Don't Give Up the Ship," "Thunder In the Sun."

....and many others!

Gossip That's True!

Statuesque Felicia Atkins, Las Vegas showgirl who plays the female lead in Jerry Lewis' "The Errand Boy," is an avid collector of bikini swim suits. She currently owns 28 different styles of brief beach garb but is continually looking to add new ones to her collection — with 'scanty' success.....During filming of "Escape From Zahrain," Madlyn Rhue was in a non-filming accident. While recovering, Adele Von was her stand-in. Adele was so good, she won a small role in the picture. Then John Ford saw her, and gave her a role in "The Man Who Shot Liberty Valance." That's how Cinderella stories are made.

And in connection with that John Ford production, its top stars, James Stewart and John Wayne, are working together in it for the first time. Both have been top stars for 20 years, but never worked together until now.....Veteran comic Snub Pollard has been in 700 films since he arrived from Australia 46 years ago. 285 of the films were 'custard pie' comedies. Now he is with Jerry Lewis in "The Errand Boy".

Ernest D. Glucksman, who produces Jerry's comedies, thinks so highly of the Hitchcock formula that he also personally appears in a brief scene in each Lewis comedy. In "The Errand Boy" Mr. G. walks before the camera in a sequence taking place in the film studio's property department.....During the New York run of "Blood and Roses, some of the city's leading restaurants and night clubs have featured a special cocktail named in honor of the Paramount release. It's a variation on the popular Bloody Mary, served with a rose alongside.



Slim Talbot, long-time friend and film double for Gary Cooper, has a featured role in John Ford's production of "The Man Who Shot Liberty Vallance."

Sheer popularity prevented Elvis Presley seeing as much of Hawaii as he would have liked to when he was there making "Blue Hawaii." When not before the Hal Wallis cameras, he was too overwhelmed by fans for comfort, so took refuge in his hotel room.



M A R T H A H Y E R has been signed by Hal Wallis to co-star with Laurence Harvey and France Nuyen in "A Girl Named Tamiko." Martha will play the other girl in Laurence's life. The picture is now being filmed in Japan under the direction of John Sturges.

No Will

This verse is addressed to my assignee.
Believe me, you've nothing to fear.
I'm not going to take it with me.
'Cause I haven't got it while here.

Herb Gochros in The Wall Street Journal

NEW YORK - Group at Paramount's exhibitor congress on "White Christmas." Left to right: Sidney G. Deneau, assistant general sales manager, Paramount Film Distributing Corp.; Sam Rinzler, Randforce Theatres; Manny Frisch, Randforce; Charles Smakwitz, Warner's; Howard G. Minsky, assistant general sales manager, Para. Film Distrib.; and Jerome Pickman, general sales manager, Paramount Film Distributing Corp.



On his national television show on Sunday, October 1st, Ed Sullivan asked Bing Crosby what was the all-time-great song of his entire career in show business. Bing answered, as he has done so often in recent years to this same question ---- "WHITE CHRISTMAS."

STELLA STEVENS -- NATIONAL NEWS NOW: INTERNATIONAL FAME IMMINENT

Because 'Stella' means 'Star,' it would not be amiss to refer to this promising young luminary as
STAR-LA STEVENS

In a business as star-lighted as the film industry, the advent of an attention-compelling new luminary is top news. And the top news in this area today is the advent of Stella Stevens as a brilliant new star in the Paramount diadem of stars.

Stella's overpoweringly glowing performance in the John Cassavetes production of "Too Late Blues" (in which she is co-starred with Bobby Darin) is a magnificent bid for stardom - a bid which will, in a month or two, be affirmed by a delighted public.

Stella has been making a number of personal appearances throughout the United States in connection with her role in "Man-Trap." Highlights of some of these are shown on this page.



MEMPHIS, Tennessee - Part of the crowd that surged into the lobby of the Malco Theatre to get a close glimpse of Stella Stevens, and to perhaps get her autograph. She is shown signing in centre above. Seated immediately in rear of her is field representative Leonard Allen.



CHARLOTTE - Stella Stevens became a fashion model at the WOMPI Convention here, modelling clothes she had worn during production of "Man-Trap" and "Too Late Blues."



MEMPHIS - Stella Stevens was met at the airport here by Elton Howard (right), manager of the Malco Theatre, and by Edwin Howard, amusements editor of the Press-Scimitar.



Paramount WOMPI's at the 8th Annual Convention of the Association of the Women of the Motion Picture Industry in the Hotel Charlotte, Charlotte, Nth Carolina, Sept. 22,23,24. Left to right: Della Jean Favre, New Orleans; Jean Uttley, Toronto; Clarice Hausman, New York; Stella Stevens, guest; Myrtle Parker, Charlotte (new Association president); Mable Guinan, Dallas; Mildred Hoover, Charlotte; Frankie English, Atlanta.



LEFT
Outgoing WOMPI president Florence Long, of Toronto, pins a Welcome-to-Charlotte orchid on Stella Stevens at the airport, as Mildred Hoover, in charge of convention publicity, looks on.



MEMPHIS - Stella Stevens makes use of a pair of broad shoulders as a base for autographing a photo for Mayor Henry Loeb of Memphis. Of added interest is the fact that the shoulders belong to Mayor Loeb.

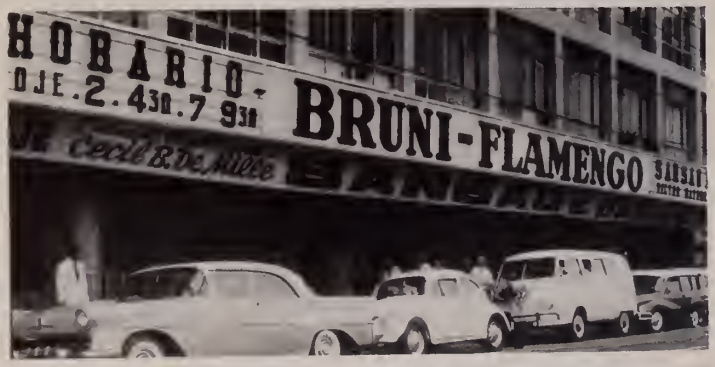
(There's extra interest in the fact that Memphis is Stella's home town).

The Cecil B. DeMille page

THE APEX OF GREATNESS FOR "THE TEN COMMANDMENTS" YET IS TO BE REACHED



LAUNCESTON, Australia- Signing of this contract is of particular importance, and pride, to Bert Kelly, at right. Bert is Paramount manager for the states of Victoria and Tasmania, and the selling of "The Ten Commandments" to Star Theatres, Pty. Ltd. of Tasmania represented the culmination of three years' effort. Shown completing the contract for the Cecil B.DeMille production are Bev Lawrence, buyer and booker, and Malcolm Wright, Star Theatres managing director. As reported on Page 20, Bert Kelly retires at the end of this year after 42 years of perfect Paramount service.



RIO DE JANEIRO - Front of the Bruni-Flamengo Cinema as Cecil B.DeMille's "Samson and Delilah" came back as a highly successful re-release attraction.



RIGHT

TOKYO - Part of the special display at the Tsukiji Chuo Gekijo for the Japanese dubbed version of Cecil B. DeMille's "Samson and Delilah." In another section of the display, as reported last month, a comprehensive report in Japanese told how, and why, the dubbed version was produced.

This must be so, for nowhere else in the world have we encountered such a tribute as the editorial at right which appeared in Filipinas of Manila on September 30th. This comment, in the words of Paramount manager A.S.Velasquez, was neither planted nor solicited. He also said: "I wish Mr. DeMille were still alive so he could read it, and have it warm his great heart."

Mr. Velasquez also reported as follows regarding the return of "The Ten Commandments" to the Galaxy Theatre, scene of its earlier triumph:

"Opening was on Friday September 30th and its reception by the public is tremendous. Second and third days topped the opening day, all three producing jostling, unruly crowds. The scalpers had their field day again."

BRISBANE, Australia - Gordon Brookes, manager for Paramount, has been advised again by the Corbett Brothers, of the Empire Theatre, Helidon, of the enormous drawing power of "The Ten Commandments."

Even though half the town's population had previously seen the film, and despite an important school jubilee, attendance rose by 300% and many people were in the theatre who had never before been there.

Letter also said: "'The Ten Commandments' is the greatest ever and we think DeMille left behind something that will be an inspiration to all men."

timeless TRUTHS AND timely THOUGHTS by Cesar Ymzon

THE MOVIE OF THE CENTURY

Have you heard the good news? "The Ten Commandments" of the late Cecil B. de Mille is back in town! We mean, the movie epic of that title which ran for a whole year at a downtown theater sometime ago. It is back in the same movie house (Galaxy) and at reduced prices. Here is one religious film that is a truly fine one, morally as well as artisticaily. It is not just a "clean" movie that does not offend anybody's moral sensibilities; it is above all a magnificent work of art that elevates the soul to noble heights and stirs the heart to its very depths. This is more than can be said of many a so-called "religious" film.

For instance, take "Ben Hur", sub-titled "A Tale of the Christ." Here is a huge movie about a trivial subject, (with Christ thrown in as an added attraction for the sake of the box office) taken out of a purely fictional novel. Compared to the lengthy adjectives with which it was expensively advertised, and to "The Ten Commandments" which preceded it very closely, "Ben Hur" is a magnificent flop, absolutely incapable of belonging in the same category as Cecil de Mille's great masterpiece. Or take "The Big Fisherman" which was supposed to be all about St. Peter. We are still wondering what source the movie was based on. It could not possibly have been the Bible — unless they have re-written the New Testament since we last read it. Then, there is "St. Francis of Assisi," based on a novel based on the life of one of the Church's greatest saints. All told, it is a disappointingly dull and sickeningly sugary and spineless specimen of a motion picture. Any similarity between the cinematic St. Francis and the real St. Francis that the whole Catholic world loves, admires and venerates is probably purely coincidental. Oh, if only the makers of the movie had heard of the existence of a book entitled "Lives of the Saints"!

Fortunately, we have had the good luck of not seeing the other religious-titled movies such as "Solomon and Sheba", "The Miracle," "The Day of Triumph" and several others. We are usually forewarned by the reviews of movie critics in U.S. Catholic periodicals. Of course, there have been other fine religious movies such as "The Nun's Story," "Quo Vadis," "The Mysteries of the Rosary," "Marcelino Pan y Vino," etc. But none of them belong to the same category as "The Ten Commandments," which is a class all by itself.

Cecil de Mille will certainly go down in history as one of the very greatest men of the motion picture industry. Although not a Catholic, he was a man with a high sense of mission and he used the motion picture screen for conveying Christ's truth and love to millions all over the world. He was a rare kind of man who produced movies not just to make money, but in order to bring inspiration, joy, faith and hope to other people.

Rather than griping about low-quality movies which convert our movie houses into trash houses, we would accomplish more good by patronizing and advertising by word of mouth the good ones in order to encourage their producers, through our moral and financial support, to produce more good movies. "The Ten Commandments" is a magnificent movie that deserves our all-out support. It is a more-or-less faithful interpretation of the Biblical narrative about God's dealings with His Chosen People under the leadership of Moses, and the Legion of Decency rates it A-I.

Here is one motion picture that you MUST see and ask others to see — as a favor to yourself, to them, and to the cause of better movies. Although movies are only two-thirds of a century old, we venture to dub "The Ten Commandments" as "The MOTION PICTURE OF THE CENTURY" — unless they can produce a greater one in the next 33 years. This, notwithstanding so-called "epics" like "Ben Hur" (ugh!) or "Spartacus" (double ugh!!).

AT RIGHT

AACHEN, Germany - Front of the Bavaria Theatre with its masterfully effective display for Marlon Brando in "One-Eyed Jacks."



"DER BESESSENE" ("ONE-EYED JACKS") GIVEN MAGNIFICENT SHOWMANSHIP IN 30-CITY PREMIERE IN GERMANY

The Marlon Brando starrer is doing business in Germany that makes the conventional film industry superlatives mere 'kindergarten stuff.' In reporting the business registered by the 30-city 'splash' release, general manager Hugo Stramer parallels the achievement with that of "The World of Suzie Wong," which had more performances per engagement but which has been exceeded in revenue by "Der Besessene." The title can be translated either as "The Demoniac," or "The Diabolic One."

As shown by the few representative examples on this page, the German showmanship campaign for this important picture was in itself enormously important - and effective.



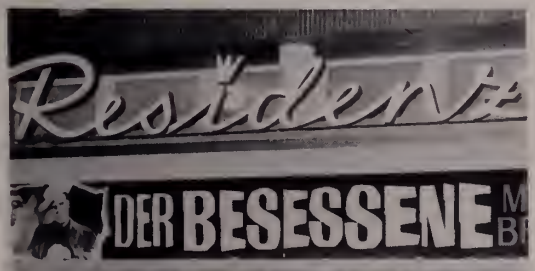
BERLIN - Campaign truck for "One-Eyed Jacks" passing the impressive front of the new German Opera House, and announcing the picture's presence at the Ufa-Pavillon.



DUSSELDORF - One of the most interesting and effective advertising devices used by modern German theatres is the illuminated revolving pillar bearing stills of a current or forthcoming attraction. It allows the prospective patron to stand in one spot and be fully informed. Here is an example of its use by the Camera Theatre in connection with "One-Eyed Jacks."

BELOW

COLOGNE - Showcase on the always busy Rudolfplatz, where all the young couples meet. Note the blonde in the foreground: she's waiting for her "Two-Eyed Johann," who's going to take her to see "One-Eyed Jacks." Picture played to huge success at the Residenz.







COLOGNE - This is the front of the Residenz Cinema. Regarding the cowboy clad figures in front - these are not paid showmanship aides. We quote the picture's caption: "These young men are not paid for their masquerade. It's their way of running around all day - just for the hell of it!"

Advices from Henri Michaud in Paris continue to report the upbeat business of "One-Eyed Jacks" in Germany. In addition to reports and pictures on this page, the news in Hamburg is that the picture builds by leaps and bounds daily, each day being at least 20% above the previous day.

Similar reports have come in from Karlsruhe, Bremen and Wiesbaden.

Further news about the huge success of "One-Eyed Jacks" in Germany is to be found on Pages 28 and 39.

And note on Page 28 the fine compliment paid to Paramount's showmanship efforts in behalf of the mighty picture.



ROME - Marietto, the Italian youngster who very nearly 'stole' "It Started In Naples" from Sophia Loren and the late Clark Gable, is under Mel Shavelson's canny direction again, this time in the filmed-in-Rome production, "The Easter Dinner." He is shown being introduced by Mr. Shavelson, right, to the film's star, Charlton Heston.

To me the charm of an encyclopedia is that it knows - and I needn't.
Francis Yeats-Brown



ROME - Charming young Italian actress shown here with her husband conversing with Charlton Heston, is Gabriella Pallotta, who has a top role in "The Easter Dinner." Locale of the conversation is the Residence Palace Hotel, where producer Mel Shavelson gave a party for cast and crew of the film.



Having fallen into the studio tank in some of the action of "The Errand Boy," Jerry Lewis signals a rather important fact.

NEL MONDO DEL CINEMA BRILLA UN NUOVO ASTRO CHE SI CHIAMA STELLA STEVENS.

* * * * * * * *

La nostra copertina di questo mese, nonchè molte delle nostre notizie di questa volta vi dicono l'importanza attribuita dalla nostra Casa al valore di una giovane bionda artista che porta il nome di Stella Stevens. Legata alla Paramount da un contratto a lunga scadenza, Stella Stevens sta dando le più ampie promesse di divantare presto in tutto il mondo una delle più note celebrità dello schermo. Una prova inequivocabile del magnetismo e talento di questa diva ci viene data in TOO LATE BLUES recentemente completato e che è stato prodotto e diretto dall'abilissimo John Cassavetes con Stella e Bobby Darin, pure quest'ultimo sotto contratto della Paramount, nei ruoli principali. Infatti la nostra Casa sta progettando di promuovere un'intensa campagna pubblicitaria a favore della Stevens, compito questo che sarà assai facilitato da un'eccellente cooperazione da parte dell'interessata stessa. Questa campagna su Stella Stevens (persino le due semplici iniziali del nome hanno qualcosa di magico) sarà svolta su base internazionale, come da segnale che è già stato lanciato in proposito a tutti i principali uffici. Così all'inizio del 1962, quando l'attrice avrà terminato il film successivo a TOO LATE BLUES, la campagna stessa sarà già a buon punto.

Mentre andiamo in macchina, Audrey Hepburn ha stabilito nuovi record per il Music Hall di Radio City a New York col suo spassosissimo BREAKFAST AT TIFFANY'S che è stato accolto con lo stesso plauso di cui la Paramount è andata fiera anni or sono quando uscì VACANZE ROMANE. In altre pagine del presente numero abbiamo riportato qualcuna delle più importanti recensioni della stampa che BREAKFAST AT TIFFANY'S ha saputo ispirare, e non c'è dubbio che con questo film la Paramount ha in mano un sicuro trionfo in qualsiasi parte del mondo.

Da un insieme di cose si capisce subito quando una pellicola in lavorazione è veramente buona, anche se dallo Studio non arrivino notizie esplicite al riguardo. Questo è appunto il caso della produzione John Ford intitolata THE MAN WHO SHOT LIBERTY VALANCE che dev'essere una splendida pellicola a sfondo drammatico con interpreti d'eccezione quali James Stewart, John Wayne, Vera Miles e Edmond O'Brien nei ruoli di primo piano. Sarà infatti uno di quei lavori che promettono di contribuire enormemente al valore del nostro gruppo 1962, cioè dell'anno che segna il 50° anniversario della fondazione della nostra Casa per opera di Adolph Zukor nel lontano 1912.

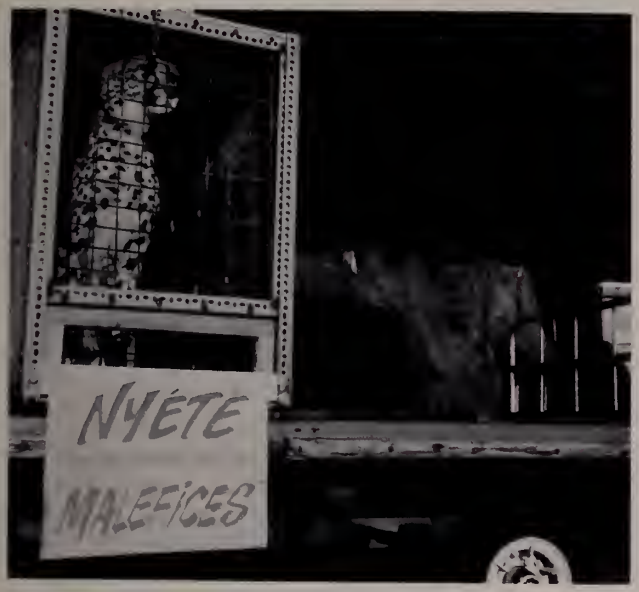
Il 1962 sarà anche l'anno in cui uscirà HATARI di Howard Hawks che è uno dei film più belli e interessanti che la nostra Casa abbia mai prodotto. Sempre nel medesimo anno avremo da presentare SUMMER AND SMOKE e DECISION AT DELPHI, entrambi di Hal Wallis, oltre ad altri lavori di questo ormai famoso produttore, così come pure una serie di pellicole di William Perlberg e George Seaton, a cominciare da THE COUNTERFEIT TRAITOR a cui farà poi seguito il gaio e delizioso MY SIX LOVES con Debbie Reynolds. Sicchè possiamo proprio dire che il gruppo di film dell'anno prossimo sarà degno della nostra celebrazione di Cinquant'Anni di Progresso e Prestigio Paramount.

Del resto, quanto a successi, non è neanche necessario rivolgere lo sguardo al futuro, giacchè in questo scorcio del presente anno vedremo i brillanti risultati dei magnifici noleggi ed esperti lanciamenti di cui sono stati oggetto THE WORLD OF SUZIE WONG e ONE-EYED JACKS, nonchè i grandi progetti relativi all'espletamento di BLUE HAWAII e del prossimo lavoro di Jerry Lewis, THE ERRAND BOY. E poi naturalmente abbiamo anche i grandi colossi del passato, come I DIECI COMANDAMENTI, IL CAVALIERE DELLA VALLE SOLITARIA, SANSONE E DALILA e IL PIU' GRANDE SPETTACOLO DEL MONDO che continuano il loro ininterrotto glorioso cammino.



Harry Guardino (right) and Fess Parker are two of the stars of the very realistic "Hell Is For Heroes." Word filtering back from the studio is that this is one of the most devastatingly real battle films ever produced in Hollywood.

CONTINENTAL DIVISION GLOWS WITH SALES AND PRODUCTION NEWS ****



PARIS - "Nyété," although a very lively cheetah, is, as the sign says, one of the stars of "Malefices." She is shown as she was transported by truck through the streets of Paris to the studio where "Malefices," a French film co-produced by Marianne-SNEG for Paramount world-wide distribution, is being made.

"Malefices," written by the team of Boileau-Narcejac (responsible for "Vertigo"), co-stars Juliette Greco, Liselotte Pulver and Jean-Narc Bory.

"Nyete" (that's the cheetah) was procured in the United States and traveled to Orly Airport by air.



When the cheetah completed its tour of Paris, it was taken to the home of co-star Juliette Greco, in order that they might become better acquainted. At left are: Jean Richard, a well-known French comedian who owns a private zoo; Pierre Boileau, co-author of "Malefices"; and Juliette Greco.



ROME - Abroad once again for Paramount, Charlton Heston arrives at Fiumicino Airport. He is starring in "The Easter Dinner," being made 'on location' in and around this city.

BELOW

STOCKHOLM - General manager Paul Flodin (centre) and sales manager Jan Persson watch as an artist completes one of the announcements concerning the forthcoming Paramount Week to be enthusiastically observed in all parts of Paul's territory.





Heston offers his heavily-visa-ed passport for the customary check. Vieri Niccoli, Paramount publicity head, centre, and Luigi Zaccardi, head of the Paramount production office in Rome (he is in rear of stewardess), met the star at airport.



CAIRO, Egypt - Arresting in the highest degree was this display for "Tarzan the Magnificent" on the front of the Rivoli Theatre here. Figure of Gordon Scott was 20-feet high.... Box-office gross was correspondingly high.

"Naked Jungle" Re-Visits Oporto

General Manager Frank A. Siter reports as follows regarding the re-release of "The Naked Jungle" in Portugal:

THE NAKED JUNGLE was re-released on September 11 at the Batalha, Oporto, and again had a remarkable success. House was sold out opening night and business continued strong. On the whole it will give an excellent week comparable, as far as receipts are concerned, to a fairly important new picture.

NEWS OF THE DIVISIONS OF PARAMOUNT PICTURES CORPORATION.....AUTOMETRIC CORPORATION;DOT RECORDS; K.T.L.A.-PARAMOUNT TELEVISION PRODUCTIONS; TALENT ASSOCIATES-PARAMOUNT LTD.; FAMOUS MUSIC CORP.



NEW YORK - Page advertisement by Famous Music Corporation in October 7th Cash Box Magazine is indicative of the wide disc coverage given to "Moon River," the song Audrey Hepburn sings so entrancingly in "Breakfast At Tiffany's."

"The Power and The Glory"

Paramounteers of the U.S. and Canada within reach of their television sets on Sunday, October 29th, are urged to tune in on the production of "The Power and the Glory," produced for Talent Associates Paramount Limited by David Susskind.

"The Power and the Glory," written by the internationally renowned Graham Greene, stars Sir Laurence Olivier, with Julie Harris, Keenan Wynn and Roddy McDowell in support.

Following television exposure, the film will be distributed throughout the world (excepting the US and Canada) by Paramount International Films, Inc.

K. T. L. A. NEWS
LOS ANGELES



CLETE ROBERTS

Pictured at right is Clete Roberts, one of the nation's top reporters, and an ace in KTLA's hand of star names in the world of television. For many years Clete has spent eleven months out of the twelve tracking news stories to their international origins. In two decades he has covered more than 350,000 miles and logged 2,000 flying hours in his usually-successful attempts to be on hand when new stories broke...or soon thereafter.

It's another boy for KTLA's Director of Publicity, Bob Reagan. Wife Barbara gave birth to Christopher James on Sept. 12 at Huntington Hospital in Pasadena. Statistics: 8 lbs., ½oz.; 20½ inches. Brother Robert Timothy is now two and a half.

KTLA's high-powered promotional campaign, under the direction of Bob Nashick, and styled "Programming For the Millions," is proving to be just that. Taking advantage of every showmanship medium, including powerful advertising in every newspaper, large and small, in the mighty Los Angeles county area, the word about the High-Flying KTLA and its wonderful new video shows has penetrated to every TViewer.

AUTOMETRIC NEWS



Lee Morton, of Autometric's Marketing Department, has been recalled to active duty as a First Lieutenant in the United States Air Force.

Photograph shows Lee (right) accepting best wishes from Autometric,as presented by Charles Chambers at a testimonial luncheon at Rosoff's. Lee is a Jet Fighter-Bomber Pilot attached to the 141st Tactical Fighter Squadron.

Nicolette Postiglione of Autometric's Marketing Dept. became Mrs. Frank Franceschini August 19, 1961. The ceremony took place at St. Leo's Roman Catholic Church, Corona, NY,and a reception followed at Riccardo's, Astoria, NY.



Ezra R. Baker (shown above) has joined Paramount Pictures Corporation as Eastern Representative for the company's West Coast TV commercial and industrial film subsidiary.

Formerly a partner in Little Movies of Mount Vernon, NY, Mr. Baker was awarded an Academy Oscar this year for his live-action production of "Day of the Painter," in which he also starred.

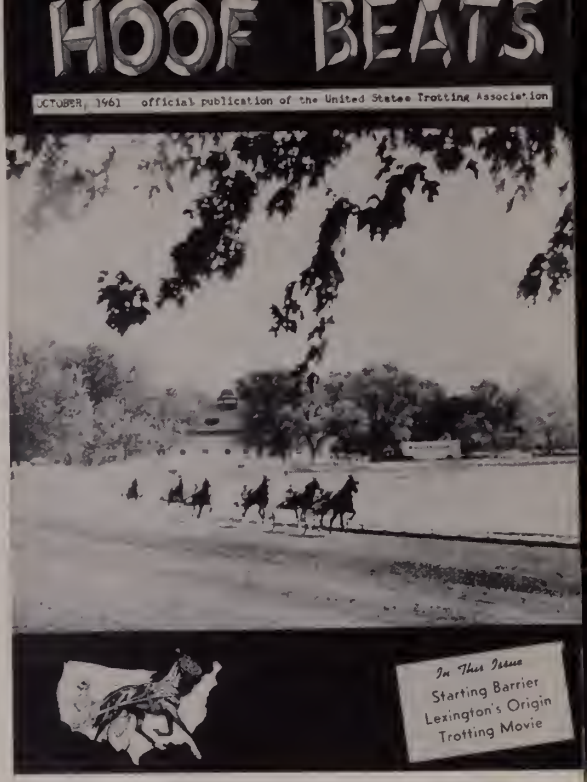
Just prior to joining Paramount, he co-starred with Jeffrey Lynn in his associate production of the feature film, "Come Thursday."

GIANT MUSIC PROMOTION BACKS "BREAKFAST AT TIFFANY'S" RELEASE

With 10 recordings by nationally famous artists already released on the featured song, "Moon River," Famous Music Corporation is working closely with Paramount Pictures in the national promotion and merchandising of "Breakfast At Tiffany's" as an additional service to exhibitors.

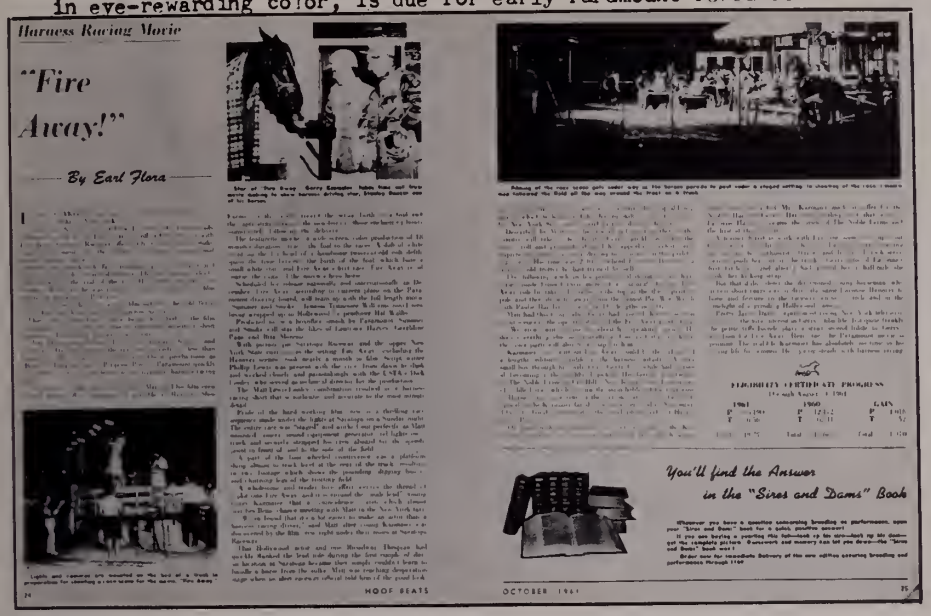
"Moon River" already is a national hit, and among the famous artists who have recorded it are: Jerry Butler for Vee-Jay; Mantovani, London; Fuller Bros., Challenge; Carmen Cavallaro, Decca; Calvin Jackson, Reprise; Richard Hayman, Mercury; June Valli,Mercury; Hollyridge Strings, Capitol; Clebanoff & Strings, Mercury; and Henry Mancini, for RCA-Victor.

Conducting the national promotional drive for Famous Music Corp. under supervision of Edward A.Wolpin, general professional manager, and headed by Dick Stone, professional manager, are: Sam Fox, Tom March, Al Friedman, Tony Richlin and Ed Penny.



AT RIGHT - Cover of the October 1961 issue of "Hoof Beats," the official publication of the United States Trotting Association. Note at lower right the mention of the Paramount short, "Fire Away."

BELOW - Two-page article in "Hoof Beats" dealing with the making of "Fire Away" at Saratoga, New York. This exciting two-reel subject, in eye-rewarding color, is due for early Paramount release.



SHORT FEATURES BY NAME... IMPORTANT FEATURES BY RESULTS!

Substantial proof of this is to be found in the following excerpt of a letter from Marvin J. Goldman, of KB Theatres in Washington, D.C., to Herb Gillis, Paramount manager in the capital city:

"We are playing the Paramount short, "Munro," with "Breakfast At Tiffany's" in our Ontario Theatre and it is a pleasure to report that the audience actually applauds after each and every showing of the short subject. This, as you well know, is most unusual.

"We feel that we have that we have a wonderfully balanced program and wish to take this opportunity to thank you, and through you, the people at Paramount, for giving us this splendid combination."

Manager Gillis, in his report to Howard G. Minsky, vice president, included this comment: "I withheld release of 'Munro' until we got a long run picture and it certainly is going to pay off. It will be used with practically every booking of 'Breakfast At Tiffany's."

"M u n r o" a Music Hall Hit...

Tied in with the New York Times review on "Breakfast At Tiffany's" at the Radio City Music Hall is the following tribute to Paramount's "Munro":

"Also on the bill is a genuinely funny cartoon short, 'Munro' produced by Rembrandt Films with the voices of Howard Morris and Seth Deitch, about a 4-year-old who is drafted into the Army."

The New York Post had much more to say in praise of "Munro":

"Also on the program is a short of outstanding merit. This is 'Munro,' a cartoon taken from the Post's Jules Feiffer's 'Munro,' the story of a little boy of four who is drafted into the US Army and given the usual treatment there. Drawn in Feiffer's own style and treated technically in the manner best known in the works of UPA and its brilliant graduates, this cartoon is a winner all the way, a delight, and an item you will have to run down eventually if not now....."

Paramount Shorts Get Important New York Bookings

"Munro," the Academy Award-winning cartoon of a 4-year-old who was drafted into the Army, is being presented with "Breakfast At Tiffany's" at the Radio City Music Hall in New York City.

"Spring In Scandinavia" is on the program with "Blood and Roses" at the DeMille Theatre in New York City.



STOCKHOLM - Providing one of the many beautiful episodes of Paramount's "Spring In Scandinavia," three of the famous Sofia Girls dance against a background of Carl Milles' sculptures here. "Spring in Scandinavia," a two-reeler, is in radiant Technicolor.

(The Sofia Girls, a dance group of great skill and beauty, will make a tour of the United States in 1962).



HELSINKI - In a land where personal bathing is so world-renowned, the spectacle of the towel-clad Shirley MacLaine was surefire box-office news - and the celebrated Aloha Theatre made capital of it (and revenue with it) by advertising "All In A Night's Work" in the fashion shown above.



The Aloha also secured quite a few good window tie-ups for "All In A Night's Work," one of which is shown here. This one is in Helsinki's Elanto Store.

EN STJÄRNA VID NAMN STELLA STEVENS TÄNDS INOM FILMVÄRLDEN....

Vår omslagsbild denna månad liksom en stor del av vårt nyhetsmaterial, berättar för Er om hur betydande vårt bolag anser den unga damen Stella Stevens stjärnlika kvalifikationer vara. Stella Stevens lover att i alla avseenden, enligt sitt kontrakt med Paramount som tecknats för lång tid, utvecklas till en av de mest välkända personerna i hela världen. Ett glänsande bevis på hennes utstrålning och hennes skicklighet ges i den nyligen inspelade "Too Late Blues" som producerats och regiserats av den enormt skicklige John Cassavetes, i vilken Stella spelar en huvudroll mot Bobby Darin, som också tecknat långtidskontrakt med Paramount. Bolaget planerar en stort upplagd kampanj för Miss Stevens och den unga damen lämnar oss utmärkt bistånd härvidlag genom sitt samarbete.

Denna kampanj för Stella Stevens (vars initialer ha en magisk dragningskraft, bara de) kommer att bli av internationella mått. Förhandsmeddelande har redan utsänts till alla våra större kontor, och kampanjen bör sålunda vara i full gång redan i början av 1962, vid vilken tidpunkt stjärnan även kommer att ha avslutat den nya film som planeras efter "Too Late Blues".

När detta går i press har Audrey Hepburn slagit nytt rekord i Radio City Music Hall i New York med sin fantastiskt underhållande "Breakfast at Tiffany´s". Denna film har i lika hög grad som "Prinsessa på vift" gjorde för ett par år sedan, med samma stjärna i huvudrollen, skänkt glans åt Paramount. Vi ha på annat ställe i detta blad publicerat en del av de mer anmärkningsvärda utlåtandena betr. "Breakfast at Tiffany´s" och det råder ingen tvekan om att Paramount genom denna film fått en långkörare av internationella mått.

När en bra film är under inspelning, sipprar ryktet härom ut från studion, visserligen i reserverade ordalag, men tonen är inte att ta fel på. Detta är nu fallet ifråga om John Ford produktionen "The Man, Who Shot Liberty Valance". Här har vi en utomordentligt spännande, dramatisk film med en rollfördelning som gör att man blir glad - James Stewart, John Wayne, Vera Miles och Edmond O´Brien, bara för att nämna ett par. Det löfte som denna film ställer, ger oss goda förhoppningar om produktionen för 1962, det år då bolaget firar femtioårsjubileum av sin tillblivelse, vilken ägde rum 1912, då Adolph Zukor bildade detsamma.

Samma år kommer även Howard Hawks "Hatari!" att släppas ut, en av de mest spännande filmer Paramount någonsin gjort eller kommer att göra. Även kommer "Summer and Smoke" och "Decision at Delphi" båda i Hal Wallis regi, att släppas ut. Det kommer även andra filmer som Mr. Wallis gjort. Dessutom kommer det en mängd filmer av William Perlberg och George Seaton, först och främst "The Counterfeit Traitor" samt den glada och förtjusande "My Six Loves" med Debbie Reynolds i huvudrollen. Allt tyder faktiskt på att vår produktion under det kommande året i alla avseenden kommer att motsvara firandet av femtioårsdagen av Paramounts framsteg och prestige.

Och utan att ens tänka framåt, se vi redan nu en strålande framgång ifråga om det arbete som nedlagts för "Kärlek i Hongkong" och "Revansch" och framtidsplanerna för "Blue Hawaii" och Jerry Lewis kommande "The Errand Boy". Och naturligtvis rullar "De Tio Budorden", "Simson och Delila" och "Världens Största Show" vidare såsom hittills.



PARIS - The wonderful response of the picture-goers of this city to the stunning front-of-house display and the powerful advertising and publicity campaign in behalf of "One-Eyed Jacks" at the Paramount Theatre. Note in both scenes, in the foreground, the men in Mexican attire, alluring symbols of the Brando film's theme.

"TOO LATE BLUES" IS A DRAMATIC MILESTONE IN PARAMOUNT FILM-MAKING

Those Paramounteers who have seen "Too Late Blues" know that here is a film without true parallel in company annals. The chances are strong that it will bring us glory and gold ----- the gold in both medals and money.

The picture was made under the whiplash of creative genius by John Cassavetes, who is shown below, left, giving dramatic instructions to Bobby Darin and Stella Stevens.





Look hard at this girl, and remember her well....Stella Stevens becomes a star in the truest sense in "Too Late Blues."

TOO LATE BLUES has been entered in the London Film Festival this month, and judging most likely will not have been ended before we go to press. In this event, the results will be given you next month.

And next month, TOO LATE BLUES will follow "Breakfast At Tiffany's" into the Plaza Theatre, London. This will be, in the truest sense, a world premiere. The Plaza Theatre engagement will absolutely be the first paid-admissions screening of TOO LATE BLUES anywhere in the world.

Here, again, TOO LATE BLUES will have made history, since never before has a Paramount picture, made in Hollywood, bowed to the world first in an overseas spot. Much more about this in next month's issue.





More searing than seductive is the romance between "Ghost" Wakefield and "The Countess." As played sizzlingly by Bobby Darin and Marilyn Clark it leaves little to the imagination - but plenty for remembering.

BELOW

"Ghost" strikes a responsive chord wherever he goes -- and he really goes places!





Advice for Women

There are two ways of achieving success: By putting your shoulder to the wheel or putting your head on the shoulder of the man at the wheel.

Charles E.Daugherty

Careers begin, at Paramount, in many cases, in the mailroom. This has particularly been the case in Paramount's studio. And it is the case at Paramutual Pictures Inc., where Jerry Lewis begins his pyrotechnical career in "The Errand Boy," latest of the juvenile careers given exposure by this irrepressible star. First it was "The Bell-boy," then the House-boy of "The Ladies' Man," and now "The Errand Boy." Boy,oh Boy!



NEW ORLEANS - Jerome Pickman as he addressed the T.O.A. Convention of exhibitors here earlier this month. The Paramount Film Distributing Corp. vice president and general sales manager spoke to the gathering following the luau, and prior to the screening of Elvis Presley's "Blue Hawaii."

There are two kinds of fishermen - those who claim that they fish just for exercise, and those who catch something.

Hal Graham

EEN STER GENAAMD STELLA STEVENS STIJGT AAN HET FILMFIRMAMENT

*****

Onze omslag en veel van ons nieuws vertelt U deze maand van het belang, dat onze maatschappij hecht aan de ster-kwaliteiten van een blonde jonge dame, genaamd Stella Stevens. Onder een "long-term" contract bij Paramount, vertoont Stella Stevens alle tekenen, dat zij een van de meest bekende figuren van de gehele wereld zal worden. Een bewijs van haar aantrekkingskracht en bekwaamheid treedt zeer duidelijk naar voren in de kortgeleden voltooide "Too Late Blues" geproduceerd en geregisseerd door de bijzonder capabele John Cassavetes, waarin Stella Stevens als tegenspeler Bobby Darin heeft, die eveneens onder een langdurig contract bij Paramount staat. Wij hebben plannen voor een kolossale publiciteitscampagne voor Miss Stevens, en in dit verband worden wij op grootse wijze geholpen door deze jonge dame zelf, die in alle opzichten mee wil werken.

De campagne voor Stella Stevens (wier initialen al een magische kwaliteit bezitten) zal op een internationale basis gevoerd worden. De eerste richtlijnen zijn reeds naar alle belangrijke kantoren gezonden, zodat in begin 1962 de campagne reeds in volle gang kan zijn, en de ster zal dan tegen die tijd haar volgende film na "Too Late Blues" ook voltooid hebben.

Op het moment dat dit nummer naar de pers gaat, heeft Audrey Hepburn nieuwe records gebracht aan de Radio City Music Hall in New York met haar glorieuze film "Breakfast at Tiffany's". De film heeft Paramount in elk opzicht dezelfde graad van toejuichingen gebracht, welke haar "Roman Holiday" ons jaren geleden gebracht heeft. Wij hebben op andere pagina's van dit nummer enkele van de uitstekende kritieken over "Breakfast at Tiffany's" gepubliceerd, en Paramount bezit ongetwijfeld met deze film een winnaar op internationale schaal.

Als er een goede nieuwe film wordt vervaardigd, komen de berichten uit de studio zeer bescheiden door, alhoewel met een atmosfeer rondom deze verklaringen, die onmiskenbaar is. Dit is thans ook het geval met de John Ford productie "The Man who shot Liberty Valance". Wij hebben hier een buitengewoon bewogen, dramatische film met een rolbezetting, waarbij wij ons allemaal heel gelukkig moeten voelen -- James Stewart, John Wayne, Vera Miles en Edmond O'Brien, om er slechts een paar te noemen. De belofte, die deze film inhoudt, verhoogt enorm de standing van ons product, welke wij voor het jaar 1962 opbouwen, het jaar dat in het teken staat van de 50e verjaardag van de oprichting van de maatschappij in 1912 door Adolph Zukor.

Het is ook het jaar, dat de première zal beleven van Howard Hawk's "Hatari" - een van de meest spannende films, die ooit het Paramount handelsmerk gedragen heeft. In dat jaar zal ook de roulatie beginnen van "Summer and Smoke" en "Decision at Delphi", beide van Hal Wallis. En Mr.Wallis zal ons nog meer brengen. Er zal ook een grote verscheidenheid van films van William Perlberg en George Seaton zijn, met op de eerste plaats "The Counterfeit Traitor", en niet te vergeten de vrolijke en charmante "My Six Loves" met Debbie Reynolds in de hoofdrol. In feite wijst alles er op, dat ons product voor het komende jaar in elk opzicht past bij onze viering van Vijftig Jaar van Paramount Vooruitgang en Prestige.

En om van de toekomst naar het heden terug te keren; ook in deze tijd zien wij sprankelende successen, mede door het prachtige werk dat hiervoor verzet is, van "The World of Suzie Wong" en "One Eyed Jacks", en bestaan er prachtige plannen voor "Blue Hawaii" en Jerry Lewis' komende "The Errand Boy". En natuurlijk blijven "De Tien Geboden", "Shane", "Samson and Delilah" en "The Greatest Show on Earth" steeds maar door lopen.

SCRIPTING "NIGHT WITHOUT END".... Ted Taylor and Brock Perlberg are scripting the forthcoming William Perlberg -George Seaton production, "Night Without End," based on the Alistair MacLean best-seller.

Taylor, a former Paramount studio publicist, has been executive assistant to Perlberg -Seaton, and is also the author of four books. Brock Perlberg, son of the producer, is a graduate of the University of California Cinema Arts Department and former story editor for Perlberg-Seaton Productions.

Written by the author of "The Guns of Navarone," "Night Without End" is the story of the crash of a commercial airliner on a Polar ice cap. Production is scheduled to start in November.

TOP PARAMOUNT EVENTS IN THE U.S.A. AND CANADA



TORONTO, Canada - The Globe Magazine, week-end supplement of the Toronto Globe and Mail, the issue of September 23rd, devoted a double-spread and two additional pages to a magnificent tribute to J. J. Fitzgibbons, president of Famous Players Canadian Corporation, and the top figure in the entertainment industry of Canada. Shown above is the centre-spread with its important heading: "J.J.Fitzgibbons rules an empire of 341 theatres.

Article is a merited tribute to one of the finest and most progressive executives the motion picture has produced anywhere in the world.



NEW YORK - Group of exhibition and distribution personalities at the congress of exhibitors held in Paramount's executive diningroom in connection with "White Christmas." Seated, L to R are: Charles Smakwitz, Bob Smerling, Larry Morris(Moss). Standing: Howard G. Minsky, assistant general sales manager, Paramount Film Distributing Corp.; Myron Sattler, Paramount branch manager, New York; Sam Rinzler (Randforce); Blanche Livingston (RKO).





ED SULLIVAN photo

CINCINNATI, Ohio - Crowds flocking to the Valley Theatre to cash in (at the boxoffice) on the national popularity of Audrey Hepburn in "Breakfast At Tiffany's." This is quite the vogue throughout the land wherever this happy film is being shown.



NEW YORK CITY - Notables on hand in the executive suite of the Radio City Music Hall for the premiere of "Breakfast At Tiffany's." L to R: Barney Balaban, president of Paramount Pictures Corp.; Captain Thomas Walker, Commanding Officer U.S.S."Constellation," the largest aircraft carrier, to be commissioned in November; James Gould, vice-president of Radio City Music Hall; George Weltner, Paramount Pictures vice-president in charge of world sales; George Peppard, co-star with Audrey Hepburn in "Breakfast At Tiffany's."

NEW YORK CITY - While he was at the Radio City Music Hall, George Peppard took in all the sights, including a visit with the renowned Rockettes. Stage show was entitled "Wings of Glory, A Salute to Naval Aviation," a fine co-attraction with "Breakfast At Tiffany's."

TORONTO - Canadian industry toppers voice great enthusiasm for "White Christmas" at a special screening arranged by Joseph Friedman. Shown L to R after showing: Alfred Taylor, Paramount's topper in Canada; Ben Geldsaler, Chief Film Buyer, Famous Players Canadian; Harvey Hunt, Director of Buying and Booking, Odeon Theatres; Harvey Harnick, General Sales Manager, Affiliated Pictures Corp.Ltd.; Hye Bossin, editor, Canadian Film Weekly.

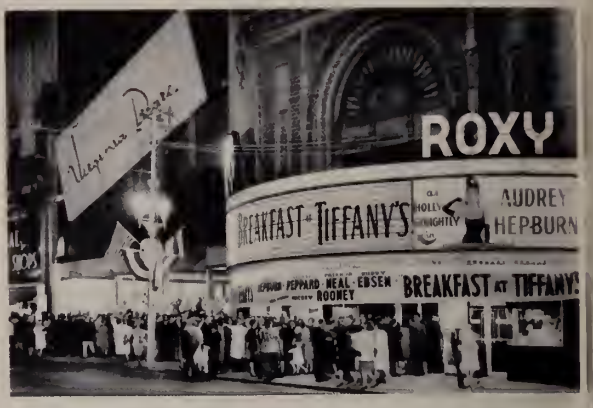


I often wish that I could rid the world of the tyranny of facts. What are facts but compromises? A fact merely marks the point where we have agreed to let investigation cease.
Bliss Carman



PHILADELPHIA - Six eminent exhibitors who attended the sales and showmanship congress on the re-release of "White Christmas." From left: Bill Yurosko, Comerford Theatres; Gene Plank, Gerry Wallaston, Ward Kreag and Jack Day, of the Fabian Circuit; and Ed McGovern, Comerford Circuit. Second from right is Ed Chumley, Paramount branch manager in Philadelphia.

Radio Station KBIG in Hollywood ran a 7-day contest asking listeners to postcard in, in 25 words or less, why they would like to "Have Breakfast At Tiffany's." First prize was a weekend for two, with all expenses paid, at the Hacienda Hotel, Las Vegas.



KANSAS CITY, Missouri - And look at the surge of the populace in the direction of the Roxy Theatre's box-office - and a satisfying look-see at "Breakfast At Tiffany's."

"A Girl Named Tamiko"...

Hal Wallis is producing "A Girl Named Tamiko" in Japan.

France Nuyen plays 'Tamiko,' and Laurence Harvey is the man who complicates her life.

Martha Hyer and Gary Merrill are also prominent in the cast.

Cinematographer Charles Lang,Jr. and Art Director Walter Tyler are on hand to put the action authentically on film.

Dynamic John Sturges is the film's director.

Paramount will release "A Girl Named Tamiko" early in 1962.



WASHINGTON, D.C. - Even in the rain the Ontario Theatre had two-way queues for "Breakfast At Tiffany's." This is one picture with a party the whole nation goes for.



BOSTON, Mass. - The fans of this city also turned out queue-masse to see Audrey Hepburn in her coffee-and-Danish performance as she took "Breakfast At Tiffany's."

WESTERN UNION TELEGRAM

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WUX NEW YORK NY 25 1:34P EDT

HAL WALLIS, WALLIS HAZEN

PARAMOUNT PICTURES INC

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ESTATICALLY PLEASED WITH HIGH ARTISTIC BEAUTY YOUR PRODUCTION MOTION PICTURE SUMMER AND SMOKE. MOST GRATEFUL FOR YOUR DEDICATION TO PLAY ALSO DEDICATION OF ALL ARTISTS WHO CREATED IT INCLUDING OF COURSE GERALDING PAGE, LAURENCE HARVY, PETER GLENVILLE

TENNESSEE.

1126A PDT AUG 25 61

WESTERN UNION TELEGRAM

"SUMMER AND SMOKE" is going to have one of the most careful and comprehensive showmanship campaigns ever given a Paramount picture for its release at the year's end.

Authors usually have a pile of chips as high as the Paramount Building on their shoulders when their 'brain children' are adapted to the screen. Not so Tennessee Williams -- at least so far as the Hal Wallis transferrence of Mr. Williams' "Summer and Smoke" is concerned. Read his wire and see!

Film Daily and M P Daily Concur

Sparkling reviews on "Breakfast at Tiffany's appeared in both Film Daily and Motion Picture Daily on September 5th, the day of the Music Hall premiere. Here are gem-like excerpts:

MPDaily: "Exhibitors can rejoice that 'Breakfast At Tiffany's' promises happy customers --- and plenty of them! It's a sparkling gem of a film."

FILM DAILY: "With the probable loot from it ("B.A.T."), Paramount Pictures could even buy those Tiffany baubles that dazzle Holly as she breakfasts on coffee and buns outside the Fifth Avenue jewelry store...."

THE FAR EAST ILLUMINED BY TWO MORE GLITTERING CATHAY CINEMAS



SINGAPORE - The Cathay Organisation of Singapore, Malaya, Borneo and most of the surrounding territories, continues, under the Chairmanship of Dato Loke Wan Tho, to build and equip modern new cinemas at a faster pace than is to be found anywhere else in today's world. Two new Cathay cinemas were opened in the ten days between September 11th and 20th.

These were the Cathay Cinema in Kuala Trengganu, Malaya, which opened September 11th and is pictured above, and the New Boontong in Brunei town, Brunei State, which opened September 20th.



KUALA TRENGGANU - His Highness the Sultan of Trengganu is shown here addressing the 800 guests of the Cathay management at ceremonies opening the new Cathay Cinema here. His Highness wished the theatre prosperity, and then cut a ribbon stretched across the stage to declare the theatre open.





HOLLYWOOD - The Governor of the Reserve Bank of India, Mr. H. V. B. Ieanger, and his wife were recent visitors to the Paramount Studio and visited the set of the John Ford production, "The Man Who Shot Liberty Valance." They are shown above with Paramount vice-president Y. Frank Freeman and three top members of the film's cast - L to R: James Stewart, John Wayne and Andy Devine



HOLLYWOOD - Hit producer Hal Wallis shows some of the stills he recently took in Tokyo and Hongkong to Far East division manager Svend A. Henriksen, who was in the film city on his way back to his post in the Orient.



BANGKOK - Superb graphic display above the box office of the Paramount Theatre for "Under Ten Flags." Paramount manager Chana Chaikijkarana reports that film did 'extremely good' business.

LEFT

SAIGON, Vietnam - Manager Yuan Kao forwarded picture of this interesting window display for "Li'l Abner" which played day and date at 3 theatres --- Majestic, Viet Long and Dien Hong. To excellent business.

Onward, Ever Onward.

On September 20th., the Cathay Organisation of Singapore opened the New Boonpang Theatre in Brunei Town, capital of the oil-rich kingdom of Brunei State.

This was the third Boonpang Theatre to be built in 22 years. The first one lasted only five years before it was bombed and destroyed during the last world war; the second cinema was demolished early this year to make way for the New Boonpang, which has twice the seating capacity of the New Boonpang.

Cathay theme song: There Will Always Be a Boonpang!



BOMBAY - Re-release of "Roman Holiday" at the Regal (above) topped by 10% in the first two weeks the beginning two weeks of the original engagement some years ago. Paramount general manager K.S.Vaidyanathan also enthusiastically reported that this re-release engagement was 15% better than the normal weekly average of the theatre, and that he expected this trend to extend through his territory.

NEWS EVENTS AND SHOWMANSHIP PICTURED IN AUSTRALIA AND NEW ZEALAND



HOLLYWOOD - The Australian Womens' Tennis Team visited the Paramount Studio late last month. Paramount film units were on location at the time, but the players were welcomed on sets of the television units being filmed. Above they have the 'drop' on Richard Boone, who was filming an episode of "Have Gun, Will Travel." The ladies, L to R: Jan LeLane, Margaret Smith, Mrs. Nell Hopman, Lesley Turner and Robyn Ebbrin.





BUNDABERG, Queensland - Alert showman Des Adams did plenty to get his Olympia Theatre into the mood of "The World of Suzie Wong." Display pieces from Paramount, with silk, hand painted strips, 3-sided board spinners and Chinese lanterns formed the basis of the display. AT LEFT: One of members of the attractive Olympia staff turns saleswoman for the specially produced souvenir programs sold at the film's premiere.



BUNDABERG, Queensland - Showman Des Adams certainly succeeded in transforming the box-office of his Olympia Theatre into an attractive place resembling the Hongkong atmosphere of "The World of Suzie Wong" - one of the greatest hits the Olympia has presented.

Aussie notes

Following the 18 weeks of "The World of Suzie Wong" at the Sydney Prince Edward, "All In A Night's Work" opened splendidly, preceded by some superb publicity, especially a glowing 'preview' in the Sydney Morning Herald.....Headline of the review was "Delicious Comedy in Luxury World"... A scene from Danny Kaye's "On the Double" was featured in one of Australia's top national TV shows, 'Revue 61.' Scene was the one in which the star is pursued through a German night club..... Paramount has joined forces with Greater Union Theatres, Hoyts Theatres and M-G-M in co-sponsoring a radio show called 'Let's Go to the Movies.' Broadcast over 2CH, Sydney, Monday to Thursday, 'Let's Go To The Movies' features music from upcoming releases and a quiz based on current films.

SYDNEY - Paramount's telephone operator, Lorraine Ludwig, was married September 26th to Englishman Neil Lockier.

Our warmest congratulations to you, Mr. and Mrs. Lockier!..



Personnel Changes in Australia....



Bert Kelly, shown with Bob Hope when the star visited Melbourne a couple of years ago, is retiring from Paramount as of December 31st, 1961, after 42 years' service with the Company. Thirty-four of those years have seen Bert as Paramount manager in Victoria. He and Mrs. Kelly expect to spend the next year or two travelling in Britain and Europe, following which they will return to their home in Melbourne.



JACK EDWARDS

Bert will be succeeded in Melbourne by Jack Edwards, presently manager in Perth, and prior to that, head salesman in Melbourne.

With this change, Perth will become a sub-branch, and will be in charge of Vic Loffman, who is at present the booker there. Vic's position will be Sales Representative for Western Australia.



VIC LOFFMAN

These changes were announced by Robert L. Graham, managing director, following his return from New York recently.

LAUNCESTON, Tasmania - Gil Hamilton, manager of the Plaza Theatre here, put on an ace showmanship campaign for "The World of Suzie Wong." Theatre ushers were in Chinese costumes, two of the ushers being shown at left with Manager Hamilton.



SINGAPORE - Dato Loke Wan Tho, chairman of the Cathay Organisation, has been honoured by being named a Fellow of the Photographic Society of America (PSA), the world's largest photographic organization, "for his accomplishments as a writer, lecturer and judge, and for his outstanding contributions to ornithology through photography." Dato Loke is also a member of practically every other important photographic organization throughout the world.



HOLLYWOOD - Geraldine Page, co-starring with Laurence Harvey in "Summer and Smoke," Hal Wallis production, has been awarded a special diploma by the Italian publication, Cinema Nuova, for the best performance in a motion picture at the XXII Venice International Film Festival.

TORONTO - George Peppard, co-star of "Breakfast At Tiffany's," addressing 800 canvassers of the United Appeal during his personal appearance tour here.



ED SULLIVAN photo

NEW YORK - Glimpsed in the Paramount executive diningroom during the exhibitor congress on the re-release of "White Christmas." L. to R.: Manny Frisch, Randforce Theatres; Wilbur Snaper, Triangle Theatres; Jerome Pickman, General Sales Manager, Paramount Film Distributing Corp.

INTERNATIONAL PERSONALITIES IN PARAMOUNT CINEMA EVENTS



BRUSSELS - Paramount International president, James E. Perkins (centre) and Continental general manager John B. Nathan (left) are met at Brussels International Airport by Julian Binstock, Paramount manager for Belgium.





ROME - Actor Harry Guardino arrives at Fiumicino Airport from New York to be in Mel Shavelson's Paramount production of "The Easter Dinner" and is met by Mrs. Shavelson and Paramount publicity head Vieri Niccoli.



Ava Gardner (above)has been signed to co-star with Louis Jourdan and Curt Jurgens in the Galatea production of "The Jackals." Film is to be shot in France and Spain and will be a top Paramount release for 1962.





PARIS - Liselotte Pulver and Henri Decoin discuss script of a current French film production called "Malefices." Miss Pulver is a German star of top prominence, M. Decoin is a very capable French director, and "Malefices" is a Marianne-SNEG production for Paramount worldwide release. It was written by Boileau-Narcejac, the authors of "Vertigo."



OSLO, Norway - The locale is the world-famed Frogner Park; the sculptures are the extraordinary creation of the renowned Vigeland. The one breathing element in the scene, a sort of a human leaning-tower (not of Pisa), is Edgar H. Faye, producer of Paramount's glowing two-reel travel poem, "Spring in Scandinavia."



HOLLYWOOD - En route back to his post in the Orient, Far East division manager Svend A.Henriksen pays a visit to the production headquarters of Hal Wallis in the Paramount Studio. Above, Hal shows him some of the stills he took in Japan in connection with plans for the making of "A Girl Named Tamiko." Looking on at left is Joseph H.Hazen, Hal Wallis' partner.

NEW ORLEANS - John Wayne, co-star of "Hatari!" and "The Man Who Shot Liberty Valance," was named Star of the Year by the T. O. A. in convention here.

HEAD OFFICE NEWS

TRULY AFFECTIONATE FAREWELL TO WILLIAM (Bill) O'CONNELL

William (Bill) O'Connell, whose Paramount service began in 1920, terminated that service by retirement on Friday, October 27th. He left the post of Office Manager of Head Office an honored, esteemed and beloved servant of the company to which he had given 41 selfless, service packed years. He carried with him the affection and good wishes of every last member of the Paramount organization, both in New York and afield.

Bill O'Connell reminds us of many things -- and all of them good. For one thing, he reminds us of that Kipling line, "If you can keep your head when all about you -" which is from the famous poet's "If." That indeed epitomizes Bill, for in all the years we have known him -and through all of the hectic transitionary periods that have taken place in the physical evolutions of the Paramount Building, Bill has gone along calmly, patiently and with forbearance, making everybody contented and satisfied. Most of all, he has been possessed with a sense of proportion which has told him that everything is important to the person, or the department, concerned - and this has been the yardstick of his operations. If there were a personal Paramount honor for devotion and service (as there was in the Cecil B. DeMille organization), Bill O'Connell would have won it with service stripes for repeats.



BILL O'CONNELL

Parallelling his matchless business life has been a wonderful personal life in the course of which Bill and his wife reared a pair of sons of whom they, and their wide circle of friends, are enormously proud. And in turn, the Bill O'Connells became even prouder grandparents.

Now Bill O'Connell, enjoying full freedom to follow the pursuits of retirement denied him by dedication to Paramount service, becomes a Paramount memory - a living Paramount memory. You have played a massive part, Bill, in maintaining the organization which gives us pre-eminence in the film industry, and we envy you the long years that will be yours as you enjoy to the full your richly-merited retirement.

OTHER NOTES Late as it is in the year, the theme of travel seems to dominate our notes. One item concerns that inveterate traveler, Ruth Mikles, secretary to Jack Perley. This year, Ruth's Caribbean itinerary includes Fort de France, Martinique and visits to Grenada, Venezuela, Curacao and Haiti before returning to New York late in November. Preceding her in the Caribbean area is Linda Salzberger, of Paramount International publicity, who sailed on October 25th and is watching the flying fish and dolphins in the sapphire waters right now.

One traveler whose recently completed vacation right now is the deep envy of her fellow workers, is Kitty Flynn, head booker of the New York branch in the Paramount Building. Kitty saved her pennies and had the time to go as far afield as Japan, thus giving herself an unforgettable experience.

A proud honor has come to the family of Joseph Beller, a member of Head Office publicity. Joe's brother, the Rev. Hubert Beller, pastor of St. John's Church in Beacon, New York, has been elevated to a Domestic Prelate by Francis Cardinal Spellman, archbishop of New York. The honor gives the Beacon parish priest the title of right reverend monsignor.

****

Although our tribute to Bill O'Connell is on this page, his actual departure from 1501 will take place while we are in the press. So there will be another story, with pictures, in next month's issue.....A warm welcome is extended to Carol Goldman, new secretary to Robert J. Rubin, assistant to president Barney Balaban. Carol has a B.A. in education, but has chosen Paramount in preference to teaching. .....October 15th marked a birthday celebration for Home Office's Irene Anastasiou. There were many presents and much enthusiasm.

STELLA STEVENS TEAM LEADS PARAMOUNT BOWLING LEAGUE



Appropriately enough for the spirit of this issue, after six weeks of shakedown bowling, the Stella Stevens squad from the Autometric Photo Lab holds a 2-point edge in the Paramount Pictures Club Bowling League.

The Steve McQueen team trails by a pair and has a one-point margin over Robert Cummings. John Wayne leads the trailers, followed by the defending champions, Elvis Presley, Bobby Darin, Yul Brynner, Angela Lansbury,and tied for last place, Joan Blackman and Elsa Martinelli.

Marilyn Bettinger holds high game among the gals with 208, while Sara Sowers has top average 153 and top series of 506. High game for the men is Charles Hickey's 244, just ahead of Harry Taylor's 242. McKeown has the lead in average with 178 and top series of 615. Other 'goodies' in the high game division include: Al Konecny 203, John Grochowski 211, Frank Stropoli 209, Les Nanton 204, Nick Hatgis 211, Dale McElroy 219, Al McQueen 204 and Tom Gianos and John Rubinich 200 even.

CINEMA EVENTS IN THE LATIN AMERICAN SCENE



RIO DE JANEIRO - Notables at a screening of Paramount's "It Started In Naples," held at the United States Embassy here with the cooperation of the MPEA representative, Harry Stone. L to R: Sr. Gualberto de Oliveira, Brazil's leading coffee exporter; Sr. Ruy Gomes de Almeida, President of the Confederation of Industries of Brazil; Sr. Arthur Bernardes Filho, son of a former Brazilian President and Minister for Industry and Commerce; Sr. Austregesilo de Athayde, President of the Brazilian Academy of Letters and owner of the newspaper "Diario da Noite"; and Almirante Ayres Fonseca Costa, Admiral in the Brazilian Navy.

Screening was attended by top social personalities and was extensively covered by the press, including a spread in Manchete, Brazil's equivilent of Life.



SAN JOSE, Costa Rica - The sustained fame of "Psycho" has brought record crowds and very gratifying revenue to the Rex Theatre here, according to Paramount's Central American manager, Peter Moreno. Business evidence is shown above. AT RIGHT is a scene in the Rex lobby. Shown L to R: Sr. Mas, publicity manager, and Sr. Espinach, treasurer, of the Raventos Circuit, San Jose; and Sr.Chaluja, Paramount representative.





SAN JOSE, Costa Rica - Scene, by infra-red photography, revealing a candid camera view of audience reaction to "Psycho" at the Rex Theatre.



LIMA, Peru - Striking lobby poster for "Under Ten Flags" at the Tacna Theatre. The thriller was released day-and-date at El Pacifico and Coloso Theatres here also.





PANAMA - A couple of Panama Paramounteers had the pleasant task of draping 'Shirley MacLaine' in a massive towel as part of the local showmanship campaign for "All In A Night's Work." Cutout figure is in the entrance to the Paramount office and the Paramounteers are Miss Dennis Wing and Lorenzo Delgado.

BUENOS AIRES - Crowd of fans at the Opera Cinema waiting for start of "Suzie Wong" midnight show.

史蒂拉・史蒂芬絲——派拉蒙造成的新星

這期封面，和消息的大部份，是屬於一個新星：她叫史蒂拉・史蒂芬絲(Stella Stevens)，年青金髮，美麗動人，你們一看就可知道公司對她的器重，在派拉蒙的長期合同之下，史蒂拉・史蒂芬絲已漸漸可以令人看出她將來會成爲名聞世界的大明星。她在最近拍完的新片 Too Late Blues 有極佳成績，這部新片由「奇才」約翰・卡沙凡蒂茲(John Cassavetes)編導，史蒂拉與另一派拉蒙基本新星卜比・達李(Bobby Darin)合演。派拉蒙已爲史蒂拉準備一套極大宣傳攻勢，這計劃我們還要她自己參加。

關於對史蒂拉・史蒂芬絲(她可能會被人改爲SS)的宣傳計劃將是國際性的。指令早已分發到各地主要分公司，所以在一九六二年初，這宣傳計劃即可展開，那時候這位新明星正好又繼 Too Late Blues 後拍完另一新片。

當本期付印時，柯德莉・夏萍(Audrey Hepburn)的新片 Breakfast at Tiffany's 在「紐約的雷電華城音樂廳大戲院」創下新紀錄。這部新片可說有與她從前在派拉蒙主演的「金枝玉葉」(Roman Holiday 又譯「羅馬假期」)同樣水準。我們本期中還刊了關於這部夏萍新片的影評，毫無疑問的，派拉蒙又有了一部將受各國歡迎的佳作。

當有好片將要產生的時候，雖然從攝影場聽來的句子相當謙虛，可是由其他的氣氛上所感覺到的，是不會錯誤的。譬如說，導・福(John Ford)製片導演的新片 The Man Who Shot Liberty Valance. 很明顯的，將成爲巨片，它的故事動人，充滿戲劇性，演員陣容又特別堅強，——占士・史超域(James Stewart)尊・榮(John Wayne)，維拉・美露絲(Vera Miles)和愛門・奧勃連(Edmond O'Brien)，這些僅是其中的一部份。我們一望而知，它將是一九六二年最大巨片之一，那一年將是派拉蒙五十週年紀念，當然將有許多巨片，派拉蒙是在一九一二年由阿道夫・左格(Adolph Zukor)創立的。

同時，在明年中還將發行矣華・郝左斯(Howard Hawks)的新片Hatari!，即是派拉蒙出品中從所未有的探險巨片。其他尚有Summer and Smoke和Decision at Delphi，兩部都是海爾・華力斯(Hal Wallis)的新作(華力斯還有新作亦將攝製)。潘傑與薛頓(William Perlberg and George Seaton)亦有許多不同性質的新作，第一部是 The Counterfeit Traitor，接着有德彼・雷諾(Debbie Reynolds)主演的喜劇 My Six Loves。總之在事實上，我們明年派拉蒙五十週紀念發行的新片都精彩得很。

即使我們不談將來，就看現在公映的幾部巨片在發行上的成功，如「蘇絲黃的世界」(The World of Suzie Wong)和One-Eyed Jacks，還有已經準備好的 Blue Hawaii 和謝利・路易(Jerry Lewis)的 The Errend Boy 之發行計劃，它們都將有極大成就。當然，那幾部不朽作「十誡」(The Ten Commandments)，「原野奇俠」(Shane)，「霸王妖姬」(Samson and Delilah)和「戲王之王」(The Greatest Show on Earth)等永遠繼續不斷的受人歡迎。

派拉蒙影片公司續完成精彩鉅片

駐星代表昨招待記者

派拉蒙影片公司，於世界各大城市舉行一次世界性的記者招待會，並宣佈該公司今後的製片計劃。在本邦的記者招待會，是由該公司駐星代表秦・麥阿里氏(Roy McAree)於下午一時，假國泰酒樓舉行。

記者招待會上，麥氏檢討過去，郵軍指出該公司近年來已打破票房紀錄的出品計有鉅片「十誡」，「蘇茜黃的世界」等。勞利路易主演的影片，在世界各地普遍受到歡迎，還有若干以英雄史詩爲題材，在外國實地拍攝的影片，如「戰爭與和平」等，都是近世來空前的鉅作。言畢給世界各地影迷以深刻的印象。然而，氏說，派拉蒙公司不敢以此引爲自滿，要于世界影業市場



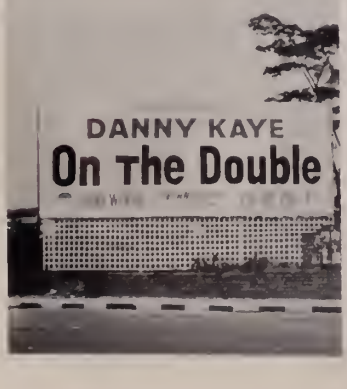
Portion of the press report on manager Roy McAree's statement of product. This appeared in Sin Chew Jit Poh, issue of October 15th. (Actual item was several columns longer).



IPOH, Malaya — Top of the massive sign in front of the Cathay Cinema here for "One-Eyed Jacks."



Here is lower section of the Ipoh Cathay's sign, which gives an index to its size. Note the public-address truck, and the superb action scene at right, painted by the Cathay Organisation for use around the Cathay circuit of cinemas.



SINGAPORE - Paramount's own billboard, opposite the city's magnificent Community Centre, recently carried this effective poster for "On the Double," the poster designed by Mr.Kannappan of the Cathay Organisation.



KUALA LUMPUR -"One-Eyed Jacks" did terrific business at the air-conditioned Odeon here. Above, a banner for the Marlon Brando thriller crosses one of the busiest Kuala Lumpur streets.

AUDREY HEPBURN WOWS THE BRITISH IN "BREAKFAST AT TIFFANY'S" ....AND IN PERSON!

"TIFFANY" PREMIERE PLAZA LAST EVENING ONE OF THE GREATEST IN PARAMOUNT HISTORY. PICTURE WAS RAPTUROUSLY RECEIVED BY PACKED AUDIENCE REPRESENTING EVERY PHASE IN BOX-OFFICE VALUE..... AUDREY HEPBURN PERSONALLY APPEARED AND RECEIVED TUMULTUOUS RECEPTION WHEN GRACIQUSLY PRESENTED BY BOB HOPE AT CURTAIN. TREMENDOUS UNANIMOUS PRESS AND HAILED AS NEW, UP TO THE MINUTE TOPS IN ENTERTAINMENT. HEPBURN'S PERFORMANCE EULOGISTICALLY ACCLAIMED AS WELL AS GREAT APPRECIATION GEORGE PEPPARD. EVERY INDICATION THIS WILL EXCEED "ROMAN HOLIDAY."

HUTCHINSON

A sizzling postscript to the above was a cable from Mr. Hutchinson at the end of the first four days reading:

RECEIPTS AT END OF FOUR DAYS EXCEEDED "PSYCHO" WITH SATURDAY BEING THE HIGHEST GROSSING SATURDAY IN 36-YEAR HISTORY OF THE PLAZA. ALL SET FOR A FABULOUS RUN.



Audrey Hepburn shares the "Breakfast At Tiffany's" premiere spotlight with former British premier Lord Attlee and Paramount's George Weltner.



The 'Tiffany Girls' were one of the many decorative features of the Plaza Theatre foyer during the premiere --- the Seven League Cigarette Holders already have set a new vogue.



Bob Hope was in fine form introducing Audrey at the end of the film. Many of his quips were jewels that Tiffany's could well afford to string.



Audrey Hepburn chatting with Lord Attlee, former British premier, at the London premiere of "Breakfast At Tiffany's." Glittering event, at the Plaza Theatre, was in aid of the Muscular Dystrophy Group in association with the Variety Club of Great Britain, and Miss Hepburn flew in from Rome especially for the occasion.

This photograph was transmitted by radio to every important city in the world, United Press International handling the transmission.





Bob always likes to get paid for his chores. (Crosby prefers money, but Hope settles for --- what you see here! And who wouldn't!).

LEFT

Barbara Rush, George Weltner, and Mr. and Mrs. Fred Hutchinson at the premiere. (That's a picture of Cecil B. DeMille in the Plaza Theatre's foyer seen over Mr. Weltner's shoulder).



RIO DE JANEIRO - This massive banner across the front of the Cine Opera was a facet of the highly successful showmanship campaign of the management for "Under Ten Flags."



RIO DE JANEIRO - Among those present at the very successful screening of "It Started In Naples" at the U.S. Embassy were: Sr. Roberto Marinho (left), owner and editor-in-chief of Brazil's leading newspaper, O Globo; and the Minister of Education for Guanabara, Professor Flexa Ribeiro.



RIO DE JANEIRO - Also adding color and glamour to the screening of the Paramount comedy romance were Sr. and Sra. Cecil Hime (he is the owner of Brazil's most important steel mill in Minas Gerais); and Sra. Lucia Stone.

RIGHT

RIO DE JANEIRO - Word of Cecil B. DeMille's "Samson and Delilah" was carried through the city streets by trucks such as this one. Paramount is the sole film company user of this type of advertising, and has a permanent arrangement with the transport company for a continuance of this excellent publicity medium.

UMA ESTRÊLA CHAMADA STELLA STEVENS DESPONTA NO MUNDO DO FILME******

Noeea capa dêete mês, aeeim como muitae de noseae notíciae, dizem da importânoia que a noeea Companhia eetá dando às qualidades eetrelaree de uma jovem lady loura chamada Stella Stevens. Sob um contrato de longa duração oom a Paramount, Stella Stevene promete eer uma dae pereonalidadee maie conheci - dae do mundo inteiro. Prova do eeu magnetiemo e de euas habilidadee, pode bem eer encontrada em "Canção da Eeperança" (Too Late Bluee), um reoém-completado filme, produzido e dirigido pelo capaz e competente John Caseavetee, com Stella dividindo ae honrae es - trelares com Bobby Darin, também prêeo à Paramount por um longo contrato. Noeea Companhia planeja realizar uma compacta e maseiça campanha promocional para Miee Stevene, contando para ieto com a valiosa ajuda da pró - pria jovem lady, que eetá pronta a cooperar conôeco.

A campanha em tôrno de Stella Stevene (cujae inioiais poseuem qualidadee mágicae para um ótimo início), eerá de âmbito internacional. Ae primeirae inetruçõee já eegui - ram para oe eecritórioe centraie, de maneira a que noe prinoípioe de 1962 a citada campanha poeea eer começada e a atriz já tenha terminado eeu nôvo filme, que ee eeguirá a "Canção da Eeperança".

Conforme a imprenea já noticiou, Audrey Hepburn eetabeleceu novoe récordee para o Radio City Mueic Hall, de Nova York, com eeu maravilhoeo entretenimento fílmico, "Bonequinha de Luxo" (Breakfaet at Tiffany'e). O filme tem trazido à Paramount aclamaçõee do meemo elevado gráu que a estréia de "A Princeea e o Plebeu" noe trouxe há algune anoe atráe. Ineerimoe em outrae páginae deeta edição algumae dae maie expreesivae críticae que "Bonequinha de Luxo" já inepirou, o que prova ter a Paramount,com êete filme, um vencedor



"S h a n e" ...in re-release in Brazil, is set to top the business of several recent Paramount first-release films. A. Stephen Clug, general manager, states that on the basis of the film's business in Rio de Janeiro, Sao Paulo and Porto Alegre, will top "Visit To A Small Planet" by 50%, "G.I.Blues" by 33% and "The Bellboy" by an equal percentage. The George Stevens production, in re-release, will come close to topping first-release business set by "Last Train From Gun Hill," "Tempest" and "The Buccaneer."

de categoria internacional.

Quando um nôvo ótimo filme eetá eendo produzido, ae informaçõee que noe chegam doe Eetúdioe de maneira modeeta, mae com uma atmoefera em tôrno do eeu eetilo, que é de todo inconfundível. Tal eituação é agora evidente no caeo da produção de John Ford, "The Man Who Shot Liberty Valanoe". Aí temos um filme extremamente comovedor e dramático, com um elenco que faz com que noe eintamoe bem -- James Stewart, John Wayne, Vera Milee e Edmond O'Brien, para eó mencionar algune doe aetroe. A eimplee promessa dêete faz creecer ainda maie a elevada estatura do nosso programa para 1962, ano que aesinala o 50º aniverseário da fundação da Companhia, em 1962, por Adolph Zukor.

É também o ano que você verá o lançamento de"Hatari", de Howard Hawks ,um doe maie emocionantee filmee até hoje feitos sob a Maroa da Paramount. É ainda o ano da eetréia de "Anjo de Pedra" (Summer and Smoke) e "Decieion at Delphi", amboe da Hal Wallis.E teremoe outrae películas do produtor Wallie.Haverá uma grande variedade de produçõee de William Perlberg e George Seaton, encabeça - dae pelo "Faleo Traidor" (The Counterfeit Traitor) e a alegre e deliciosa comédia "My



RIO DE JANEIRO - Paramount general manager A. Stephen Clug, left, and Harry Stone, MPEA representative in Brazil, at the U.S.Embassy screening of "It Started In Naples."

Six Lovee", estrelada por Debbie Reynolde. Com efeito, todoe oe einaie indicam que, de fato, o noseo produto para o ano próximo atinge em cheio o objetivo de celebrar oe Cinquenta Anos da Paramount com Progresso e Prestígio.

E, eem mesmo precisar olhar para o futuro, estamos vendo o estrondoso eucesso doe grandiosos trabalhos de promoção e vendae dos filmee "A Face Oculta" e "O Mundo de Suzie Wong"; noe gigantesoos planos prévios para "Feitiço Havaiano" e a nova comédia de Jerry Lewis, ainda eem título em portuguêe, "The Errand Boy". E, naturalmente, "Oe Dez Mandamentoe", "Os Brutos Também Amam", "Sansão e Dalila" e "O Maior Eepetáculo da Terra", que continuam conquietando êxitos sempre orescentes.

HOLLYWOOD REVIEWS THE OLD AND THE NEW....AS CREATED AND INFLUENCED BY EDITH HEAD



Here is the Audrey Hepburn costume from "Breakfast at Tiffany's," complete to long cigarette holder and dark glasses -- modeled expertly by Elaine King.



Many months ago, Lebanese exchange student Abdullah Mina filled in an entry form in the University of Richmond, Virginia, in connection with a college contest relating to Jerry Lewis' "The Ladies Man." Then all of a sudden he got a wire, boarded a jet plane and was whisked to Hollywood for a four-day, all-expenses-paid whirl of the film city as the guest of Paramount and Jerry Lewis. His guide for the tour of the Paramount studio was blonde Paula Lane, shown here with him at the famed Cocoanut Grove night club in the Ambassador Hotel.



The student from Lebanon, and the blonde starlet, on the famous Western set at Paramount.



Edith Head at the Foreign Press Association Glamor Conference at the Hotel Ambassador, surrounded by models wearing costumes she has created for past and present motion pictures.

Reading clockwise are: Mae West in "She Done Him Wrong," modeled by Maiken Thornberg; Audrey Hepburn in "Breakfast At Tiffany's," modeled by Elaine King; Gloria Swanson in "Male and Female," modeled by Lilian Geddes; Hope Lange in "Pocketful of Miracles," modeled by Rochelle Ades; Clara Bow in "It," modeled by Connie Allen; Jean Harlow, modeled by Pat Olson; Geraldine Page in "Summer and Smoke," modeled by Bettie Gardner; Joan Blackman in "Blue Hawaii," modeled by Ann Davis.



In this presentation, Miss Head, standing at dais in centre, presents the above models in hats as they would be worn by (L to R) Sophia Loren, Grace Kelly, Anita Ekberg, Greta Garbo, Rosalind Russell, Elizabeth Taylor and Shirley Temple.



Exterior of the Chinese Theatre as a truly gala audience of screen notables hail the California premiere of "Breakfast At Tiffany's."



Wink Martindale, the premiere's m/c, talks on the air with George Peppard, co-star of the picture.



FRANKFURT - James E. Perkins (left), Paramount International president, and John B. Nathan (right), general manager for Continental Europe, are met at Frankfurt Airport by Hugo Stramer, general manager for Germany, and Mrs. Stramer. In centre is Mr. A. Stabins, administration manager in Germany.



FRANKFURT - Wide use was made of this city's advertising pillars for "One-Eyed Jacks," with the one-sheet poster favored. One half of the posters announced the film's success at the San Sebastian Film Festival. Even small school girls were fascinated by the display.



SINGAPORE - This very cute institutional advertisement, with all of the text "on the double," announced the coming of the Danny Kaye comedy to the scores of cinemas in the Cathay Organisation's world-renowned circuit.

EIN NEUER STERN GEHT AM FILMHIMMEL AUF -- STELLA STEVENS

* * * * * * * * * * *

Unsere Titelseite und viele Berichte der vorliegenden Ausgabe zeugen davon, dass unsere Gesellschaft die Star-Qualitäten einer blonden jungen Dame, mit Namen Stella Stevens, zu schätzen weiß. Stella Stevens, mit der die Paramount einen langjährigen Vertrag abgeschlossen hat, scheint eine der bekanntesten Persönlichkeiten der Welt zu werden. In dem kürzlich abgedrehten Streifen TOO LATE BLUES, dessen Produktion und Regie in den Händen des talentierten John Cassavetes lag, konnte Stella Stevens ihre Anziehungskraft und ihr Können als Partnerin von Bobby Darin beweisen, der auch unter langfristigem Vertragsabschluß mit der Paramount steht. Unsere Gesellschaft plant, Miss Stevens in der Werbung für obigen Film groß herauszustellen, und wir werden in dieser Hinsicht wohl am meisten durch die tatkräftige Mitarbeit der jungen Dame selbst unterstützt.

A HAL WALLIS HIT

"Night's Work" Is A Hit!

Management of the Weltspiele in Hannover, Germany, found that they had such a hit on their hands with Paramount's "All In A Night's Work" that they telegraphed Paramount's general manager, Hugo Stramer, the following message:

"ALL IN A NIGHT'S WORK" EXCEEDED IN THE FIRST TWO DAYS EVEN THE GREAT PUBLIC SUCCESS WHICH "THE WORLD OF SUZIE WONG" HAD IN OUR HOUSE. OUR PATRONS HAVING A CAPITAL TIME AND THE PRESS HAS PRAISED THE PICTURE WHICH ALREADY WAS WELL KNOWN THROUGH THE BILD BERIALIZATION. THE FIRST PARAMOUNT PICTURE OF THE SEASON PROMISES ANOTHER BOX OFFICE SUCCESS AND WE CONGRATULATE YOU ON THIS GERMAN FIRST-RUN.

WELTSPIELE HANNOVER

Die Kampagne für Stella Stevens (deren Initialen allein schon erfolgversprechende Werbequalitäten besitzen) soll auf internationaler Basis durchgeführt werden. Die ersten Anweisungen wurden bereits den wichtigsten Büros unserer Gesellschaft erteilt, damit die Werbekampagne Anfang 1962 gut vorbereitet ist. Bis dahin wird der Star auch seinen neuen Film, der auf TOO LATE BLUES folgte, beendet haben.

Der New Yorker Radio City Music Hall hat Audrey Hepburn mit ihrer neuen Glanzrolle in FRÜHSTÜCK BEI TIFFANY wieder einmal Rekorde eingebracht. Mit diesem Film hat die Paramount genau den gleichen Beifall geerntet, wie vor vielen Jahren mit Audrey Hepburns EIN HERZ UND EINE KRONE. An anderen Stellen der vorliegenden Ausgabe haben wir einige besonders bemerkenswerte Rezensionen über FRÜHSTÜCK BEI TIFFANY abgedruckt. Zweifellos besitzt die Paramount mit diesem Film einen Volltreffer auf internationaler Basis.

Wenn ein guter neuer Film gedreht wird, so dringt zuerst darüber nur sehr schwer etwas an die Öffentlichkeit, und die ersten Berichte sind von einer Atmosphäre geprägt, die nicht mißzuverstehen ist. Dies gilt auch ganz offensichtlich für die John Ford-Produktion THE MAN WHO SHOT LIBERTY. Hier haben wir es mit einem außergewöhnlich bewegten, dramatischen Film zu tun, mit einer Besetzung, die allein schon für Qualität bürgt: James Stewart, John Wayne, Vera Miles und Edmond O'Brien, um nur ein paar Namen zu nennen. Dieser vielversprechende Film soll mit dazu beitragen, unser Produktions fundament für das Jahr 1962 zu bilden, dem Jahre unseres 50-jährigen Jubiläums nach der Gründung der Gesellschaft im Jahre 1912 durch Adolph Zukor.

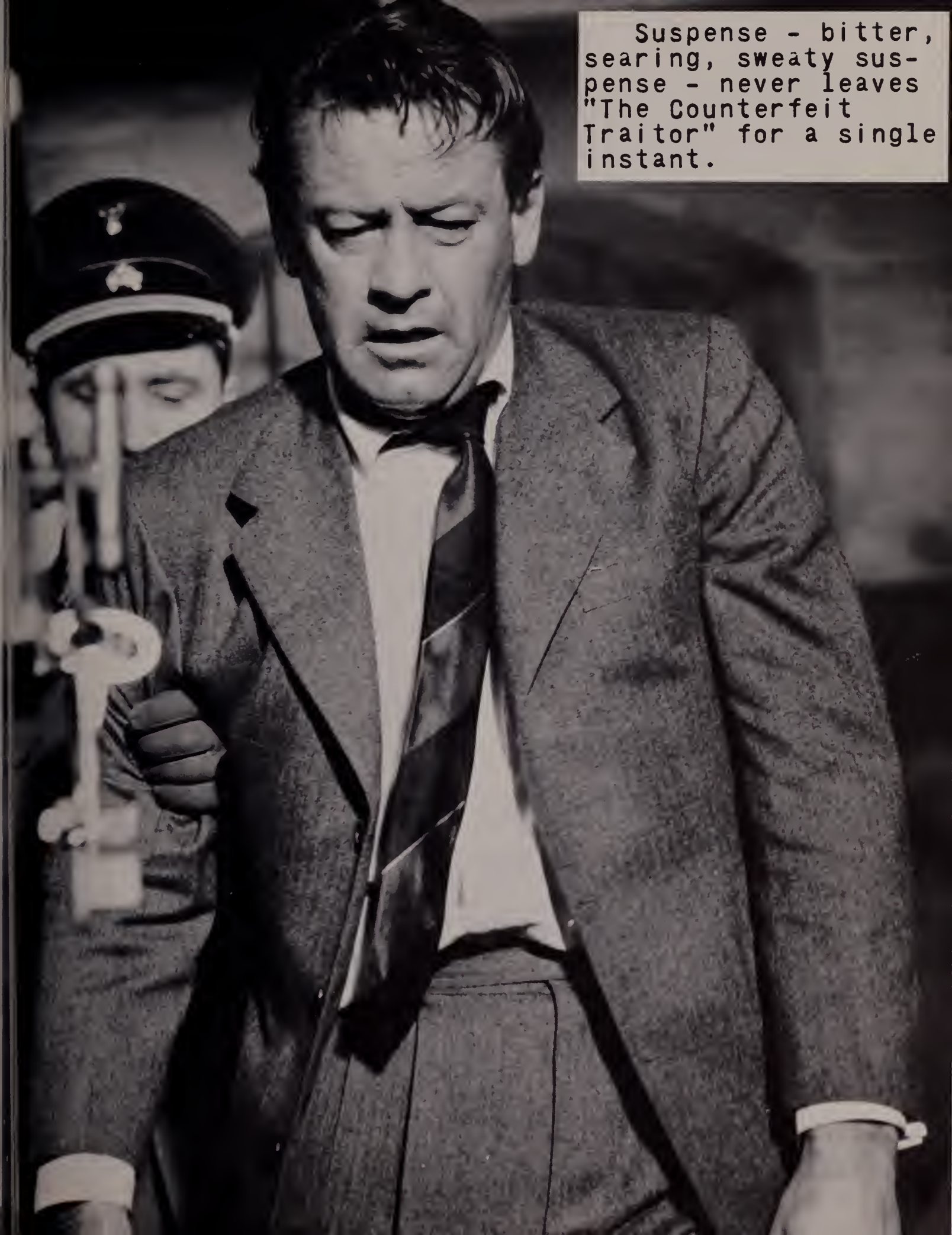
Die Premiere von Howard Hawks' HATARI, einem der aufregendsten Filme, die je das Paramount-Zeichen trugen, soll auch in das Jahr 1962 fallen. Ebenso sind die Premieren von SOMMER UND RAUCH und DECISION AT DELPHI,



MUNICH - A compelling poster for "One-Eyed Jacks" on the busy Stachus, announcing the film at the Schiller and Peterhof Theatres.

beides Hal Wallis-Filme, für das Jahr 1962 vorgesehen. Von Hal Wallis erwarten wir übrigens noch weitere Filme, genau so wie von William Perlberg und George Seaton. Von letzteren sei hier allen voran VERRAT AUF BEFEHL genannt und dann noch die fröhliche, entzückende Komödie MY SIX LOVES mit Debbie Reynolds. Tatsächlich, alles deutet darauf hin, daß unsere Produktionen für das kommende Jahr in jeder Weise unter dem Zeichen 50-jährigen Fortschritts und Prestige der Paramount stehen.

Doch auch ohne nur die Zukunft zu erwarten, können wir gegenwärtig die grössten Werbe- und Geschäftserfolge mit DIE WELT DER SUZIE WONG und DER BESESSENE verzeichnen. Für BLUE HAWAII und die Jerry Lewis-Komödie THE ERRAND BOY wurden auch schon große Pläne gemacht. Und natürlich feiern DIE ZEHN GEBOTE, SHANE, SAMSON UND DALIHLAH und DIE GRÖSSTE SCHAU DER WELT nach wie vor Triumpfe auf der Leinwand.



Suspense - bitter, searing, sweaty suspense - never leaves "The Counterfeit Traitor" for a single instant.

THE WHOLE WIDE WORLD IS "THE WORLD OF SUZIE WONG"

Beyond any doubt, Australia's showmanship campaign for "The World of Suzie Wong," with its six special prizes (one for each state) of trips by air to Hongkong for two persons, constituted the finest showmanship seen in that country. The campaign had many glowing human interest offshoots, one of which is recorded below.





BANGKOK - Day and night views of the Paramount Theatre here, showing surging throngs seeking to see "The World of Suzie Wong." According to Paramount manager Chana Chaikijkarana, the Paramount has played to 100% capacity every performance since opening day. (Note the sign turning the Paramount, temporarily, into the Namkok Hotel - the hotel in the film.)



BANGKOK - The all-important scene in the lobby of the Paramount, where the management's advertising and showmanship campaign for "The World of Suzie Wong" really paid off.



HONGKONG - The Queen's and the Royal had the 'House Full' signs up all the time during the engagement of "The World of Suzie Wong." We are also informed by Paramount's H.K. manager, H. S. Moh, that the State, which day-and-date'd the film, had the S.R.O. sign up all the time, too.

THE WORLD OF ISOBEL FROM BOWDEN

Drayton street, Bowden, has a dreary look dominated by a gasometer and factory walls.

But to a woman who lives there, in a neat little house it is now the world of Suzie Wong.

For widow Mrs. Isobel Faehrmann has just been to Hongkong as a prize won in a contest based on the film about Suzie Wong.

Mrs. Faehrmann, 49, a pensioner, took her 14-year-old daughter, Kaye. It was the first holiday Mrs. Faehrmann had ever had and Hongkong was her dream city.

The world of Isobel Faehrmann widened its horizons from the minute she and Kaye stepped on to the plane in Adelaide.

It was her first flight.

Mrs. Faehrmann and Kaye lived in the luxurious Park Hotel in Hongkong which has 17 floors and 450 rooms.

It was the first time Mrs. Faehrmann has ever stayed at a hotel.

"You could fit my whole house into the room we had," she said. "Now I have only to close my eyes and I can see it all again. I'll never forget that view from my window."

By day she explored Suzie's world. She walked along the narrow streets, hung with bright banners, watched the lovely Chinese girls in their cheong-sams, the sailors, the stallholders in an ever-changing parade.

Like Suzie, she went to the Sea Palace, the floating restaurant on the harbor and chose the fish she would eat as it swam around in the tank.

Drayton street, Bowden, seemed another world.

Mother and daughter took photographs and brought home many color slides of Hongkong.

Any evening now they can blot out Drayton street, and in their small sitting room the color and excitement of that other world of Isobel Faehrmann will flash on to a screen and memories leap into life.

"Suzie Wong" Gave This Australian Contest Winner A very real Dream World.

"FOR GOODNESS SAKE, SUZIE, PLEASE STAY!"

—

When the 17th week of "The World of Suzie Wong" began at the Majestic in Adelaide, Australia, business was off just the tiniest bit, so manager Chic Arnold announced 'last weeks.' But instantly business rebounded, so Chic devised some new advertising, the keynote of which was:

"Suzie very happy - nice Adelaide people say Suzie please stay a little longer for.....for Goodness Sake!"

The ads drew a lot of most favorable attention, and of course "Suzie" stayed on at the Majestic.



PORT OF SPAIN, Trinidad --- This is the Photo Shop of Jacqui Chan, one of the principals of "The World of Suzie Wong." So naturally there was advertising there for the picture at the Globe.

BERLIN - Patrons exiting from the always crowded Filmbuhne Wien pass long queues of those waiting patiently to get in to see "The World of Suzie Wong."

Further evidence of the tremendous success of the film in this important city.



Be sure and note the success story on "One-Eyed Jacks" which opened day-and-date at 4 Paris cinemas, including Le Paramount. The basic, exciting facts are on Page 39.

UNE NOUVELLE VEDETTE, STELLA STEVENS, EST NEE

SS*SS*SS*SS*SS*SS*SS*SS*SS*SS*SS

La couverture de ce mois-ci, ainsi que nom-bre de nos nouvelles, montre l'importance que notre compagnie accorde aux qualités de vedette d'une jeune femme blonde nommée Stella Stevens. Stella Stevens, liée par un contrat à long terme à Paramount, promet de devenir l'une des personnalités les plus connues dans le monde entier. Elle donne largement des preuves de sa séduction et de son talent dans "Too Late Blue", film qui vient d'être terminé, produit et réalisé par John Cassavetes, et dans lequel Stella Stevens partage la vedette avec Bobby Darin, également engagé par Paramount pour une longue période. Notre Société va lancer Miss Stevens sur une très grande échelle et pour cela nous sommes magnifiquement aidé par la jeune femme elle-même.

La campagne de publicité sur Stella Stevens, dont les deux lettres initiales constituent un atout magique, sera faite sur une base internationale. Des indications sur cette campagne ont déjà été envoyées à tous les bureaux importants, pour qu'au début de 1962 cette promotion soit déjà bien avancée. La vedette, à ce moment là, aura terminé son nouveau film.

Au moment où nous mettons sous presse, nous apprenons qu'Audrey Hepburn a battu de nouveaux records au Radio City Music-Hall de New-York avec sa magnifique interprétation dans "Diamants sur Canapé". Ce film a remporté le même franc succès que "Vacances Romaines" il y a quelques années. Nous avons publié dans les pages de ce numéro quelques extraits de presse sur "Diamants sur Canapé" et il est certain que Paramount remportera avec ce film un succès international.

Quand un nouveau film est en cours de tournage, il transpire, des studios, des indications qui ne trompent pas. Tel est le cas de la nouvelle production de John Ford "The Man who shot Liberty Valance". C'est un film dramatique, extrêmement émouvant avec une distribution bien faite pour nous satisfaire : James Stewart, John Wayne, Vera Miles, Edmond O'Brien, pour n'en citer que quelques uns. Ce film ajoute un éclat supplémentaire à notre production pour 1962, année qui marque le 50e Anniversaire de la fondation de la Société par Adolph Zukor, en 1912.

Cette année sera aussi celle de la sortie du film de Howard Hawks "Hatari" un des films les plus passionnants, présentés sous la marque Paramount. Ce sera également l'année de sortie de "Eté et Fumées" et de "Decision at Delphi", tous deux produits par Hal Wallis.

Il y aura aussi une large gamme de films produits par Perlberg-Seaton, en tête desquels nous pouvons citer "Trahison sur Commande", et qui comprend également une comédie gaie et divertissante "My Six Loves", dont Debbie Reynolds est la vedette. En fait, tout prouve que notre production pour l'année à venir sera digne de l'anniversaire des 50 ans de Paramount et de sa devise : Progrès et Prestige.

Sans même prévoir le futur, nous avons de magnifiques succès d'exploitation et de publicité avec "Le Monde de Suzie Wong" et "Vengeance aux deux Visages", et les campagnes de promotion de "Blue Hawaii" et de "Errand Boy" le film de Jerry Lewis. Bien entendu, "Les Dix Commandements", "L'Homme des Vallées Perdues", "Samson et Dalila" et "Sous le plus grand Chapiteau du monde" continuent leur belle carrière.



PARIS - Orly Airport was brightened by the arrival from Munich of Liselotte Pulver, star of the Billy Wilder film, "One,Two,Three." She is now facing the cameras in Paris for the Marianne-SNEG production, "Malefices," which will be distributed throughout the world by Paramount.

CAMPAIGN STEPS



This was the first of a series of teaser advertisements announcing the coming of "CinderFella" to the Paramount Theatre in Paris.



Then came this one, with a hint of other news following....



And in the fulness of time, this one with the film's basic facts. The title, as indicated below, means "Cinderella With Big Feet."



PARIS - Jerry Lewis' spectacular spoof on the Cinderella theme, titled "CinderFella" in Hollywood, reached the French public at the Paramount Theatre under the title of "Cendrillon Aux Grands Pieds" (or "Cinderella With Big Feet"). Both the picture and the title were huge hits here, thanks also to a truly inspired newspaper advertising campaign that really made the film's title a Paris catchword.

MOTION PICTURE DAILY
October 20, 1961

Telemeter Signs for 35 Toronto Hockey Games for Pay Television

NEW YORK—Arrangements have been completed to bring pay tv subscribers in the Toronto suburb of Etobicoke, Canada, all 35 away-from-home games of the Toronto Maple Leafs of the National Hockey League, it was announced jointly by J. J. Fitzgibbons, Sr., president of Famous Players Canadian Corporation, and Louis A Novins, president of International Telemeter Company, a wholly owned division of Paramount Pictures.

"The acquisition of the rights to these 35 contests, plus the televising of all the five regular home games of the Toronto Argonauts of the Canadian Football League on the Telemeter pay tv system, marks a major breakthrough in the volume of special events offered on pay television during any six months period," Novins stated. "The addition of a total of 40 sports events will make available for the first time to Telemeter subscribers in Toronto all fall and winter professional sports attractions presently not available on 'free' tv."

Eight Last Year

The 40 sports events set for the 1961-'62 season contrast with only two exhibition football games and eight hockey games televised by Telemeter last year.

"The favorable response to last years limited sports schedule encouraged a most comprehensive sports program this year," Novins declared. "The availablity of these games for the first time via pay tv assures Telemeter subscribers of complete sports coverage in the home. It also marks a historic reversal of the trend in recent years which saw restrictions on sports telecasts imposed by sports promoters to protect the boxoffice of such attractions. By combining pay tv and free tv facilities not a single local major league professional hockey or football game will be 'blacked out' from Telemeter homes in Toronto this fall and winter."

The 35 Maple Leafs hockey games will be transmitted closed-circuit from New York, Detroit, Chicago, Boston and Montreal beginning this month and "piped" to homes of Telemeter's pay tv subscribers. Transmission of the five regular home games of the Toronto Argonauts started in September and will continue until the end of the football season. The charge per home is $1 for each hockey game and $2 for football.

"In the face of competition from four outstanding major league professional football games offered free to viewers in Toronto by three American networks, the Canadian Broadcasting Company, and an independent Canadian station, the exclusive Telemeter presentation of the Argonauts Ottawa Rough Riders game on September 24 was purchased by more than 15 percent of our subscribers at $2 a home," Fitzgibbons noted. "The games available on free tv on that same day included St. Louis versus Cleveland, New York versus Pittsburgh, and Detroit versus Baltimore in the National Football League and Denver versus New York in the American Football League.

Market Research Gain

"Considering the number and calibre of the competitive free games, the 15 percent at $2 a home represents a remarkable response. This is the type of market research information we have been doing to determine public acceptance of individual programs and, over a period of time, the acceptance of a variety of programs under various conditions."

"On the basis of the results achieved to date with hockey and football games, it seems increasingly apparent that pay television can expand the seating capacities of sports arenas by providing a box-office in the home. The sports people are intrigued by the potentials and so are we."

The agreement for the rights to televise the hockey games was made by Conn Smythe, president of the Toronto Maple Leafs, and Leslie Winik, vice president in charge of programming for International Telemeter.

This press announcement of October 20th highlights the 'exclusivity' of Telemeter's coverage, in Toronto, of the top Canadian sporting events of the 1961-62 season. It marks a very forward step in the progress of Telemeter generally.

Hockey Scoop for Telemeterites of Toronto



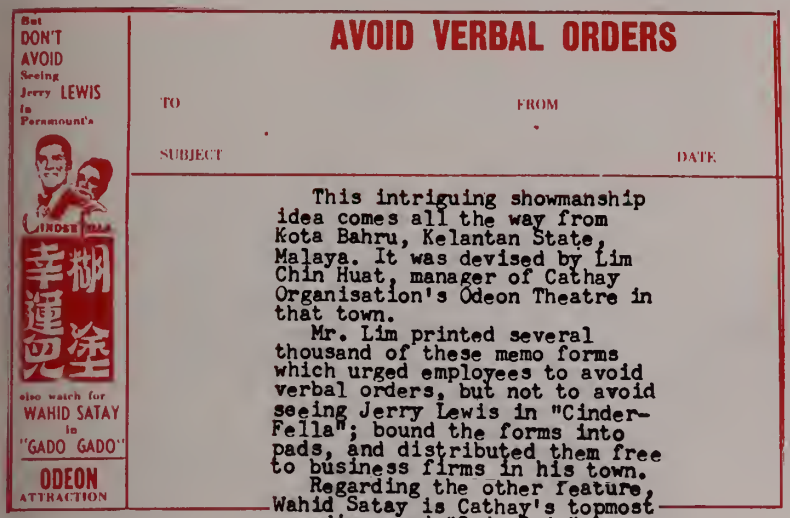
The Toronto publication, Your Telemeter Guide, carried this page for "The World of Suzie Wong," which was the attraction over Telemeter's Channel 5C for the 7 days, Sept. 21-27 inclusive.



"One-Eyed Jacks" was the Telemeter attraction over Channel 5B, also for 7 days - September 24th to 30th. However, it was shown at 5p.m. and 7:50 p.m., so was never in conflict with "The World of Suzie Wong," which was a 9:45 p.m. attraction.

The magazine Your Telemeter Guide is now carrying advertisements, the most recent issue having ads for The British American Oil Company Limited, and Dow Brewery (Ontario) Ltd.

SHOWMANSHIP IS A 'LIVING' BUSINESS PARTNER THE WHOLE WORLD OVER



AVOID VERBAL ORDERS

TO FROM

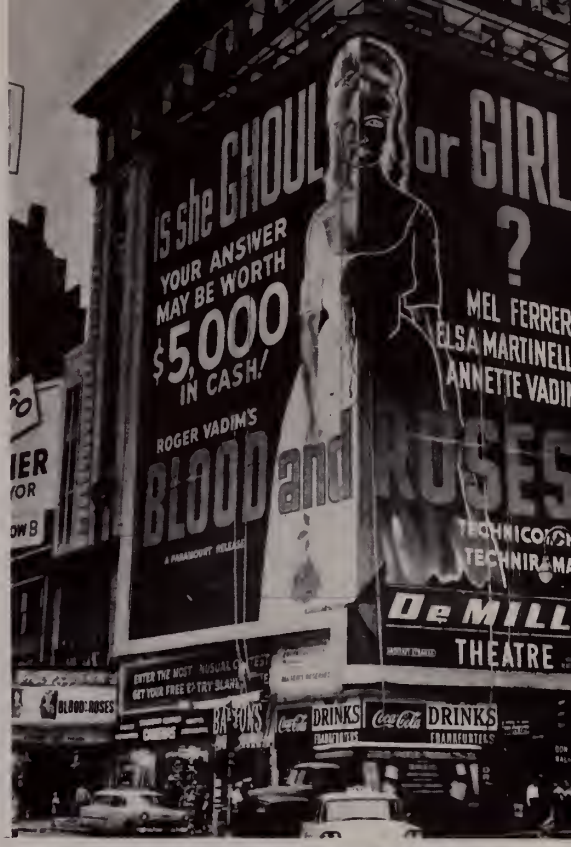
SUBJECT DATE

This intriguing showmanship idea comes all the way from Kota Bahru, Kelantan State, Malaya. It was devised by Lim Chin Huat, manager of Cathay Organisation's Odeon Theatre in that town.

Mr. Lim printed several thousand of these memo forms which urged employees to avoid verbal orders, but not to avoid seeing Jerry Lewis in "Cinder-Fella"; bound the forms into pads, and distributed them free to business firms in his town.

Regarding the other feature, Wahid Satay is Cathay's topmost comedian, and "Gado Gado" means "Pot-Pourri," one of the best comedy films Cathay Studios has produced in Singapore.

NEW YORK - Showmanship that truly carried a contest to the public is displayed by Walter Reade's DeMille Theatre in connection with "Blood and Roses." The "Is She Ghoul or Girl?" contest is one of the high and bright spots of Broadway these days (and nights), and we hear that there is a whole cascade of entries into the contest.

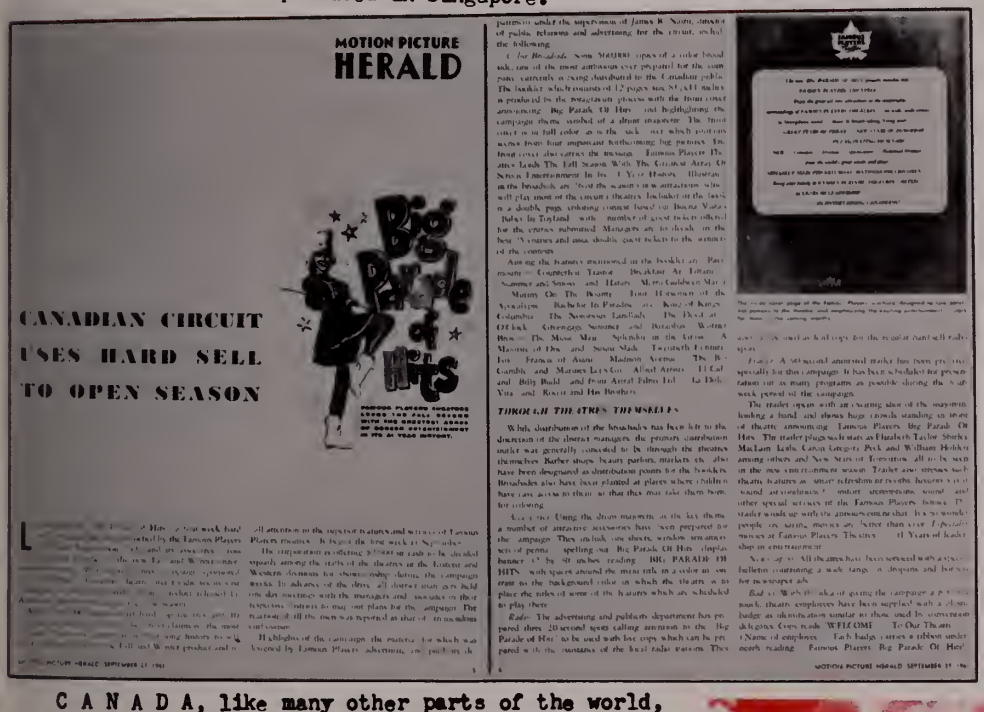




Close view of the DeMille Theatre entrance, with the "Is She Ghoul or Girl?" Contest featured on all sides of the marquee, as well as across the lobby entrance.

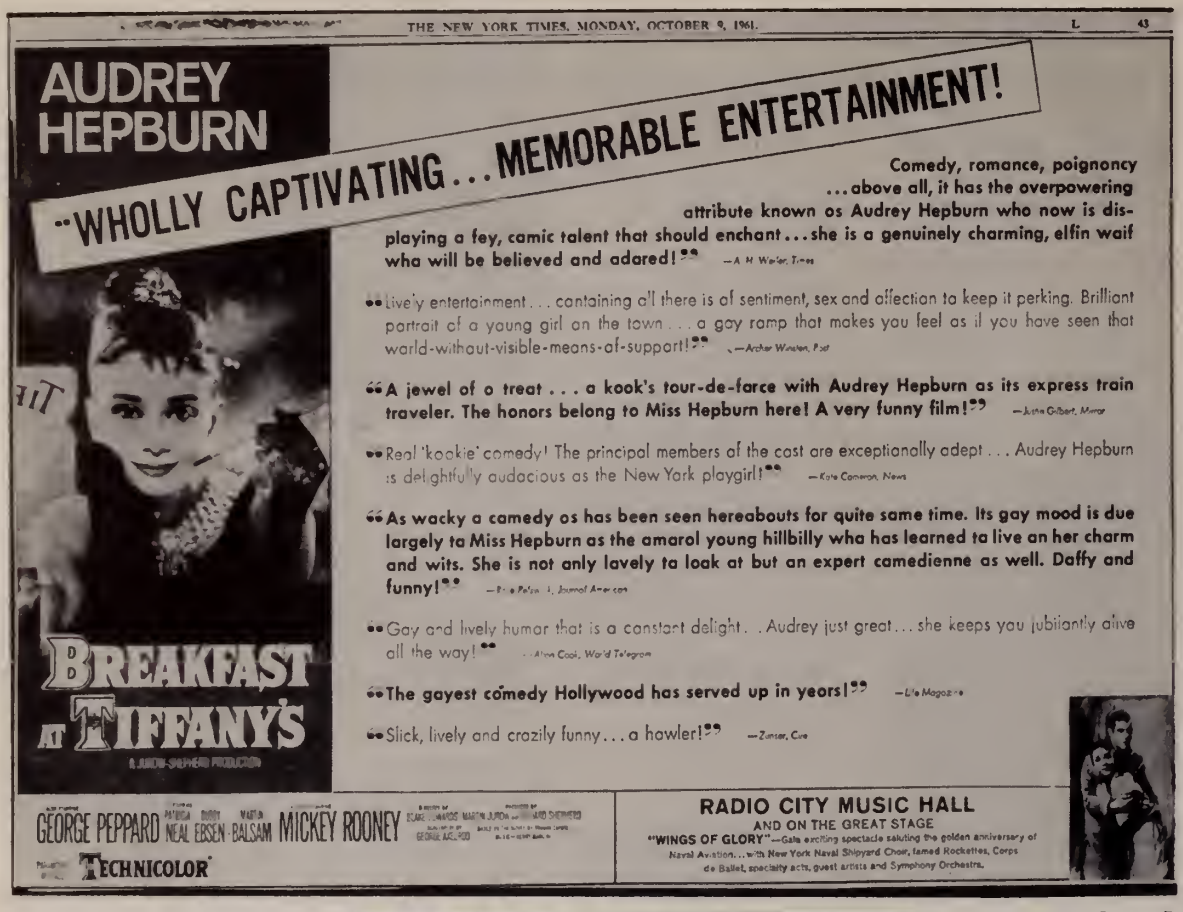
BELOW

TOKYO - Japanese title of "Love In A Goldfish Bowl" is an exact translation of the original. Thus it was a cinch for publicity manager T. Komaki to plant goldfish bowls, each with a pair of fish, and a very prominent announcement, in at least 100 of the city's leading fancy goods stores, accessories stores and tearooms in the Ginza and Shinjuku areas. Theatre showing the picture below is the New Toho Theatre. Window is in the Tsukuba Store, Ginza.



CANADA, like many other parts of the world, has supreme faith in the motion picture business. The two pages from Motion Picture Herald of September 27 reflect this in a report on the "Big Parade of Hits" campaign of Famous Players Theatres. First of the pages depicts the cover of a 12-page brochure telling how Famous Players "...leads the Fall Season with the Greatest Array of Screen Entertainment in its 41-Year History." Pictures of all companies were listed, the Paramount section listing "The Counterfeit Traitor," "Breakfast At Tiffany's," "Summer and Smoke" and "Hatari!" Among other facets of the campaign: The corporation is offering $2,000 in cash to be divided equally among the staffs of the theatres in the Eastern and Western divisions for showmanship during the campaign weeks. The drum majorette pictured on the cover was used as the campaign's key theme.





PRAISE BE TO THE CRITICS

When the reviews were all in, and the gems of praise had been selected and proudly strung - this was the Radio City Music Hall's advertisement in The New York Times of Monday, October 9th.

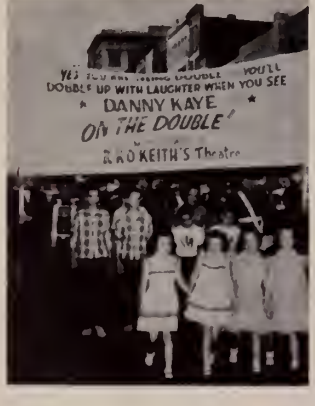
Supplementing these comments on that particular Monday was the fact that "Breakfast At Tiffany's" had by then rung of a record for the first four days of its engagement.

In Australia, Paramount's 41st annual celebration of Paramount Week was held September 4 to 9.

An example from South Australian manager Dehis Kiley shows that more hard-tops were supplied this year than in 1960, besides a record number of drive-ins.



NEW YORK - Attendees at the exhibitor congress on "White Christmas." L to R: John Murphy, Loew's Theatres; Howard Minsky, Assistant General Sales Manager, Paramount Film Dist.; Sam Goodman, Century Theatres; Hugh Owen, Assistant General Sales Manager, Paramount Film Distr.; Al Sicignano, American Broadcasting-Paramount Theatres; Frank Marshall, Stanley-Warner Theatres.



SYRACUSE, N.Y.- Seeing double was really the order of the day in this city as a parade of twins was one of the highlights of the showmanship campaign for "On the Double" engineered by Sol Sorkin, manager of the RKO Keith's theatre. Stunt got plenty of local newspaper space.

Records for "Suzie"....

Miss Suzie Wong (headquarters: Nam Kok Hotel, Hongkong), reports as follows regarding her international enterprise:

TAIPEI, Taiwan

"The World of Suzie Wong" completed its 5th week at the end of September, with Manager Andrew Fan estimating that the picture would be the all-time greatest success in the country for any film of any company of any nation. A measure of the success is that in its 4th week it topped "Love Is a Many Splendored Thing" by better than 362%.

MEXICO CITY

General Manager A. L. Pratchett reports that in the second week, "Suzie Wong" soared past the previous record-cracker, "Never On Sunday." "Suzie," it seems, is a seven-days-a-week enterprise.

WELLINGTON, New Zealand

Kerridge-Odeon Theatres head, Robert J. Kerridge reports: "'The World of Suzie Wong' opened last week in Wellington and Auckland to such outstanding figures that I am confident it will be amongst our very biggest box office performers."



The famous Paramount Portal to Positive and Permanent Posterity has acquired a new name since it became a 'prop' in the Jerry Lewis comedy, "The Errand Boy." But just as soon as the shooting was over, the name reverted to Paramount normalcy.

Important Studio Visitors



HOLLYWOOD - Nobusuke Kishi, former Prime Minister of Japan; Mrs. Kishi, and several other distinguished persons from Japan were recent visitors to the Paramount studio. They are shown above on the set of the John Ford production, "The Man Who Shot Liberty Valance."

Shown above, L to R: Martin Rackin, head of production; John Wayne; Mr. Kishi; Hideo Bo, Member of Japanese Parliament; John Ford; Mrs. Kishi; James Stewart; Jack Karp, Head of the Studio.



AT RIGHT

Producer-director Alfred Hitchcock joins Mr. Kishi and Mr. Karp in the latter's office.



Having tea in the office of Vice-president Jack Karp. Facing camera, from left: Former Prime Minister Nobusuke Kishi, Mrs. Yoshiko Kishi, Mr. Karp, Alfred Hitchcock and Martin Rackin. Other members of the visiting party were: Takeo Fukuda, Member of Parliament and former Minister of Agriculture and Forestry; Mrs. Miye Fukuda; Hideo Bo, Member of Parliament; Los Angeles Consul General and Mrs. Yukio Hasumi; Consul Shinichi Utsumi; Toshihiro Fujisawa, Consular Attache in Los Angeles.



AT LEFT: Start of the Paramount studio tour of former Prime Minister Kishi (in centre).

輝ける新星ステラ・スティーブンス

今月の表紙と記事に大々的に取上げられた若いブロンドの女性ステラ・スティーブンスに対してパ社は多大の期待を寄せている。パ社と長期契約を結んだステラ・スティーブンスは大スターとして全世界の脚光を浴びる充分な資料を備えている。彼女の魅力と才能は鬼才ジョン・カサビーツ製作監督の最近作「遅過ぎたブルース」で十分に発揮された。この作品でステラはパ社と長期契約を結んでいるボビー・ダーリンと共演している。パ社はステラ・スティーブンス売出しに大々的な計画を樹てているがこの計画の実施にあたつてはステラ自身も熱心な協力を寄せている。

ステラ・スティーブンスのキャンペンは国際的な規模に於て行われ、（彼女の頭文字SSは幸先の良い魅力を持つている）既に海外の主要支社ではステラ・スティーブンスのキャンペンが始まつて居り、一九六二年初頭にはキャンペンは大きく軌道に乗りその頃「遅過ぎたブルース」に続く彼女の第二作が完成していることであろう。

「ティファニーで朝食を」ヒット

本誌が印刷に廻る頃ニューヨークのラジオシティ・ミュージックホールで上映中のオードリー・ヘプバーン主演の「ティファニーで朝食を」は新しい記録を樹てるに至つた。この映画はあらゆる点に於て数年前同じスターによる「ローマの休日」が記録したと同じ成功をパ社にもたらしたのである。本誌では「ティファニーで朝食を」に対する目立つた批評のいくつかを掲載したが、パ社が再びこの映画で全世界にヒットを飛ばすことは疑問の余地がない。

期待を集める「リバティ・バランスを射つた男」

優れた新作が作られている時は撮影所からの便りはつつましいが、はつきりした自信に満ちているものである。ジョン・フォードの「リバティ・バランスを射つた男」の場合がそれである。感動的そしてドラマチックなこの映画は、ジェームス・スチュアート、ジョン・ウェイン、ベラ・マイルズ、エドモンド・オブライエン等そのキャストが魅力満点である。来年はアドルフ・ズーカーが一九一二年にパラマウントを創設その五十周年に当るが、この映画は記念すべき一九六二年の作品形式に大きく寄与するものである。

「ハタリ」他封切を待つ大作

一九六二年にはハワード・ホークスの「ハタリ」が封切される。これはパラマウントのマークで公開される最もスリリングな映画の一つである。又来年はハル・ウオリスの「夏と煙」「デルフィの決断」が公開されるが、その他にもウオリスの作品の公開が予定されている。尚ウイリアム・パーネルバーグ、ジョージ・シートンの作品も「偽の裏切者」を始め、デビー・レイノルズ主演の楽しく明るい「私の六人の愛人」等多彩な作品の数々が封切されることになつている。一九六二年に公開を予定されるこれ等の作品はあらゆる点からみてパ社の発展と声威の五十周年を祝うにふさわしいものとなるであろう。

さて来年の作品に待つまでもなく、「スージー・ウオンの世界」、「片目のジャック」に対して行われている勝れたプロモーションとセールスマンシップ及び「ブルー・ハワイ」とジュリー・ルイスの新作「ザ・エランド・ボーイ」に対する勝れたアドバンス・プランの数々に輝しい成功がみられることは頼しい限りである。更に「十戒」、「シェーン」、「サムソンとデリラ」「地上最大のショウ」等の作品が依然として素晴しい進撃を続けていることは言うまでもない。

T. O. A. MEMBERS IN CONVENTION IN NEW ORLEANS, SEE -- AND LIVE - "BLUE HAWAII"

One of the finest pieces of Paramount promotion in years was the Hawaiian luau and screening of "Blue Hawaii" at the New Orleans convention of the Theatre Owners of America.



Here's the audience of exhibitors and their wives in the Pitt Theatre, New Orleans, ready for a screening of "Blue Hawaii" -- every man and woman (kanes and wahines) Hawaiian garbed for the happy occasion.



Some of the more than 1,000 guests garbed as 'temporary' Hawaiians, lined up in orderly fashion for the 'luau' which preceded the screening of the Elvis Presley film.



Mr. and Mrs. Robert Selig at left (he's general manager of National Theatres), with Paramount representatives by star Stella Stevens and Jerome Pickman, vice president and general sales manager of Paramount Film Distributing Corporation. They are outside the Pitt Theatre, where "Blue Hawaii" was screened.

BELOW

Darlene Tompkins, one of Elvis Presley's six leading ladies in "Blue Hawaii," was on hand for the festivities also. Note the additional Hawaiian atmosphere in her surroundings.



A close view of some of the Theatre Owners of America, and their wives, entering the Pitt Theatre for the screening of "Blue Hawaii."



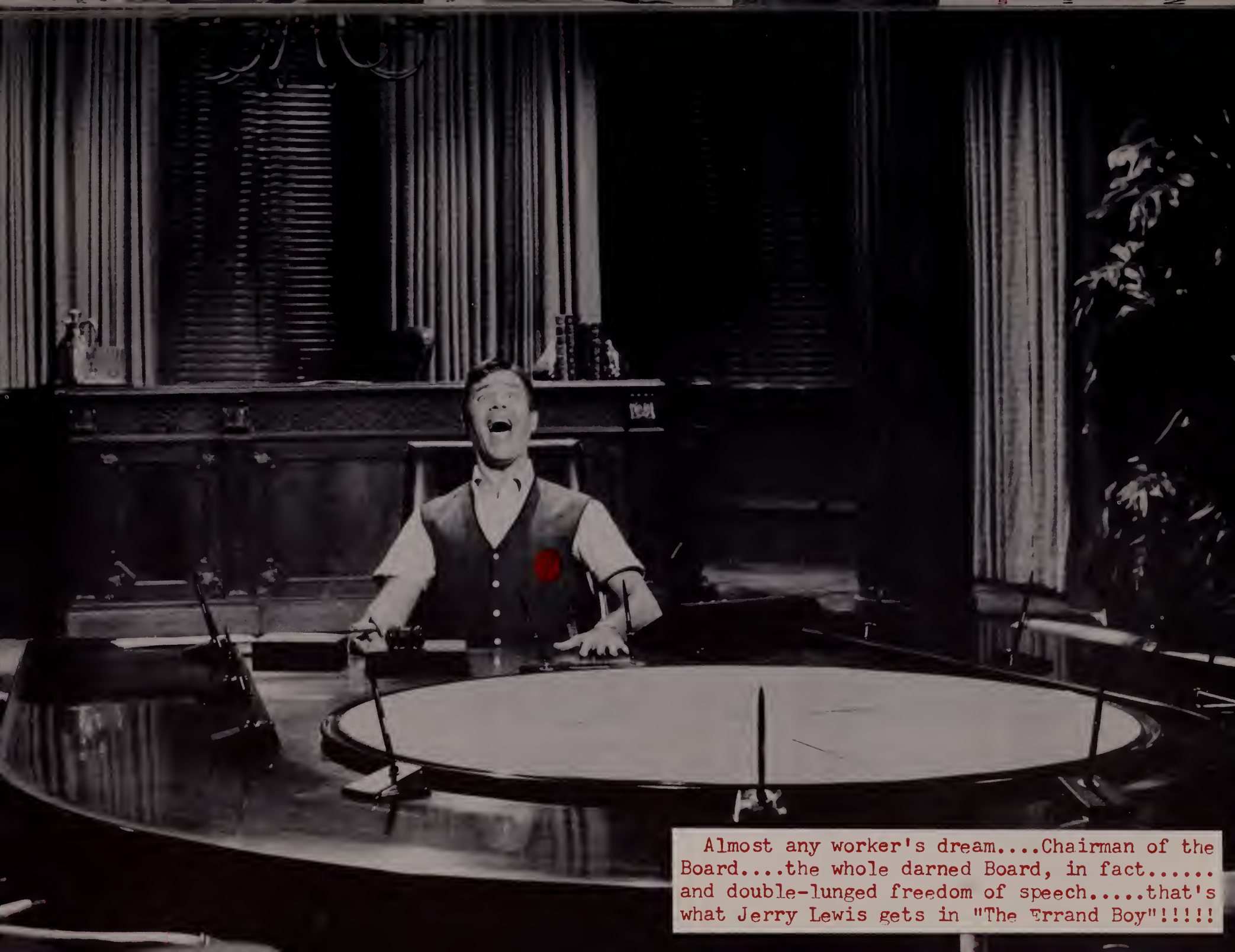


There was plenty of good-natured fun at the luau, which featured authentic Hawaiian young women, and pseudo-Hawaiian men. Our examples of the latter are a couple of exhibitors and, at left, a Paramount executive — Jerome Pickman, a former baseballer observing a curve.

Friedman wired..

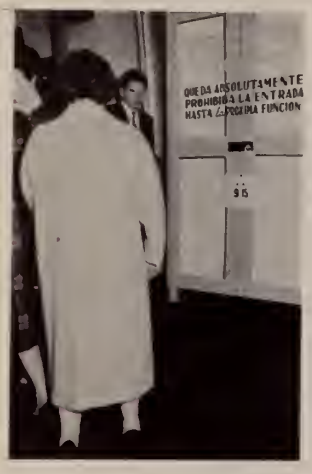
T.O.A. GOES HAWAIIAN. OVER 1,000 KANES AND WAHINES COSTUMED IN MU-MU AND ALOHA SHIRTS AND TRADITIONAL LEIS HAD A HELEKAHAU (Hot Time) AT THE "BLUE HAWAII" PREVIEW AND LUAU IN NEW ORLEANS LAST NIGHT WHICH WAS HOSTED BY PARAMOUNT AND HAL WALLIS. NUMBER OF NAITAIS AND KAUKAU TOPPED OFF AN EVENING IN BLUE HAWAII AT THE BALI HAI RESTAURANT IN PONTCHARTRAIN BEACH WHICH HAD BEEN MADE INTO AN HAWAIIAN MOVIE SET RIGHT OUT OF "BLUE HAWAII." EVENING WAS BEGUN WITH INVITATIONAL PREVIEW OF "BLUE HAWAII," ELVIS PRESLEY'S NEWEST FILM FOR PARAMOUNT AT THE PITT THEATRE. SCREENING WAS ENTHUSIASTICALLY RECEIVED WITH COMMENTS FROM T.O.A. (Theatre Owners of America) MEMBERS AND THEIR FAMILIES SUCH AS "DEFINITELY PRESLEY'S FINEST FILM AND THE MOST COLORFUL AND ENTERTAINING FILM OF THE YEAR." IN ANY LANGUAGE THE ENTIRE EVENING WAS A BLAST AND BY FAR THE HIGH POINT OF THE T.O.A. CONVENTION.

JOE FRIEDMAN



Almost any worker's dream....Chairman of the Board....the whole darned Board, in fact..... and double-lunged freedom of speech.....that's what Jerry Lewis gets in "The Errand Boy"!!!!!

We should expect the best and the worst from mankind, as from the weather.
Vauvenargues



SAN JOSE, Costa Rica - As so many other theatres throughout the world have done, the Rex Cinema took stern measures to enforce the "Psycho" regulation about no admission to the cinema once the film had begun.



NEW YORK - Geraldine Page (left) Tennessee Williams and Helen Menken meet to plan the premiere of "Summer and Smoke" at the DeMille Theatre here. Event takes place on Nov. 15, and will benefit the American Theatre Wing's scholarship fund.

Hugh French, who will produce "The Winston Churchill Story" for Paramount, is at present in England conferring with the former British Prime Minister concerning the screen treatment of Churchill's life as a young man.

Paramount will make this picture as one of the all-time greats in the company's history.

Una nueva estrella llamada Stella Stevens

* * * * * * * * * * * * * * * *

La portada de este mes, y buena parte de nuestro noticiario, os hablan de la importancia que nuestra compañía dedica a las dotes artísticas de una joven rubia llamada Stella Stevens. Contratada a largo plazo por Paramount, Stella Stevens promete convertirse en uno de los primeros personajes del mundo cinematográfico. Buena prueba del magnetismo y de sus cualidades quedan patentes en la película recién acabada "Too Late Blues", producida y dirigida por el enormemente capaz John Cassavetes. Comparte los honores de la interpretación con Stella, Bobby Darin, quien está asimismo sujeto a largo contrato con Paramount.

La Compañía tiene prevista una campaña masiva de lanzamiento de Miss Stevens, y en este sentido contamos con la ayuda de una cooperación



GUATEMALA CITY, Guatemala - There was just no mistaking the fact that the Lux Theatre had "Psycho" as its record-breaking attraction recently. And of course the management of the Lux adhered to the policy which has been so profitable - and practical - the world over, namely of closing the doors with the start of the Hitchcock film, and of allowing no one in until the following performance.

-*-*-*-*-*-*-*-

ilimitada por parte de la propia joven estrella.

La campaña de Stella Stevens (cuyas iniciales ya tienen de por sí una mágica fuerza publicitaria) tendrá carácter internacional. Las primeras instrucciones ya han sido cursadas a nuestras principales oficinas, por lo cual, a comienzos de 1962, la campaña estará ya en vías de realización coincidiendo con la terminación de la nueva película que rueda la estrella después de "Too Late Blues".

Mientras se editaba este número, Audrey Hepburn ha conseguido batir nuevos récords en el Radio City Music Hall de Nueva York con su triunfal comedia "Breakfast at Tiffany's". La película ha proporcionado a Paramount similar éxito al que obtuvo la gran estrella con "Roman Holiday" hace unos años. Hemos publicado en otras páginas de esta edición algunas de las más significativas críticas de "Breakfast at Tiffany's" y no cabe duda que Paramount cuenta con una película campeona a escala internacional.

Cuando un buen film está produciéndose, la información de los estudios suele ser parca aunque con una garantía inconfundible en sus términos. Es lo que sucede actualmente con la producción de John Ford "The Man Who Shot Liberty Valance". Aquí tenemos un film dramático y de acción, con un reparto del mayor peso. James Stewart, John Wayne, Vera Miles y Edmond O'Brien por sólo mencionar a unos pocos. La categoría de esta película realza el nivel de nuestro material para el año 1962, año que marca el 50 aniversario de la fundación de la Compañía en 191 por Adolph Zukor.

En este mismo año también será distribuída "Hatari!" la superproducción de Howard Hawks, uno de los espectaculares films que hayan llevado la marca Paramount. Veremos también el lanzamiento de "Summer and Smoke" y de "Decisión at Delphi" ámbas de Hal Wallis. Y habrá todavía más cosas de Mr. Wallis. Habrá una variedad de películas de William Perlberg y George Seaton encabezadas por "The Counterfait Traitor" incluyendo la alegre y divertidísima "My Six Loves" con Debbie Reynolds. En realidad todo indica que el material de 1962 estará todo él a la altura de la celebración de los 50 años de progreso y prestigio de Para

Y aún sin mirar al futuro, la vista están los fulgurantes éxitos y realizaciones de promoción y venta conseguidos con "The World of Suzie Wong" y "One-Eyed Jacks" y los grandes proyectos para "Blue Hawai" y el próximo film de Jerry Lewis "The Errand Boy". Y desde luego, las reposiciones de "Los Diez Mandamientos" "Shane" "Sansón y Dalila" y "El Mayor espectaculo del Mundo" que van de más a más

All-Time Colombia Tops, says A.Sanz

Colombia Manager Andrès Sanz has reported from Bogota regarding "Psycho" premiere in El Cid and Palermo Cinemas that in spite of pouring rain, the Hitchcock thriller is running 160% above "The Ten Commandments."

Mr. Sanz also reports that at capacity performances, "Psycho" is both thrilling and terrifying the public, and that the publicity campaign is just perfect, "making 'Psycho' the biggest all-time success in Colombia."

IN COUNTRY AFTER COUNTRY -

"JACKS" TOPPING "SUZIE,""PSYCHO"

The avalanche of wonderful news about "One-Eyed Jacks" is really rolling now. News cabled to Paramount International president, James E. Perkins,from Henri Michaud in Paris tells of the 'crash' opening of the Marlon Brando thriller in 30 theatres across the country. Business from these thirty top houses almost twenty percent above business in the same 30 houses with "The World of Suzie Wong." And "Suzie in turn had topped "Psycho." In Vienna, the opening days of "Jacks" had equalled "Psycho," according to word from Mr. Michaud.



KUALA LUMPUR, Malaya - Business is high on "One-Eyed Jacks" at the Odeon (at left) here. The Cathay Organisation built six of these 35-feet signs for the Brando picture, and having a spare one, they planted it at their own Pavilion Theatre (right). Film did really fabulous business.

The 'splash' release in Germany had followed a wonderful premiere at the Turmpalast in Frankfurt to top business revenue, fine public reaction and excellent reviews.....In Gothenburg, Sweden, the picture had also premiered at the Paladium, with business at once taking a commanding lead over the record figures achieved by "Psycho."





NAGOYA, Japan - Front-of-theatre display and the opening morning queue at the Mei-Ho Scholar-za as the Marlon Brando thriller attracted the throngs of young picturegoers.

In all important release centres to date, "One-Eyed Jacks" has been the recipient of a truly inspired showmanship campaign. A massive press-book received in New York and given full distribution is magnificent testimony to this fact. Paramount showmanship still is tops in Japan - and this showmanship is paying handsome dividends revenue-wise.



(left)

DUSSELDORF, Germany - A most effective display for "One-Eyed Jacks" at the corner of Graf Adolf Str. and Oststrasse, an especially busy intersection, and even more so at rush hours.

Manager of the City Film Theater of Hamburg, Germany, was so 'enraptured' by the success of "One-Eyed Jacks" that he telegraphed Paramount general manager Hugo Stramer:

EXCELLENT PUBLICITY CAMPAIGN WAS REASON THAT YOUR OUTSTANDING BRANDO FILM BROUGHT FROM THE VERY FIRST DAY FIRST-CLASS CAPACITY AND BOX-OFFICE RECEIPTS. PRESS, AUDIENCE AND OURSELVES ARE ENRAPTURED AND CONGRATULATE YOU ON THIS SUCCESS.



RIGHT

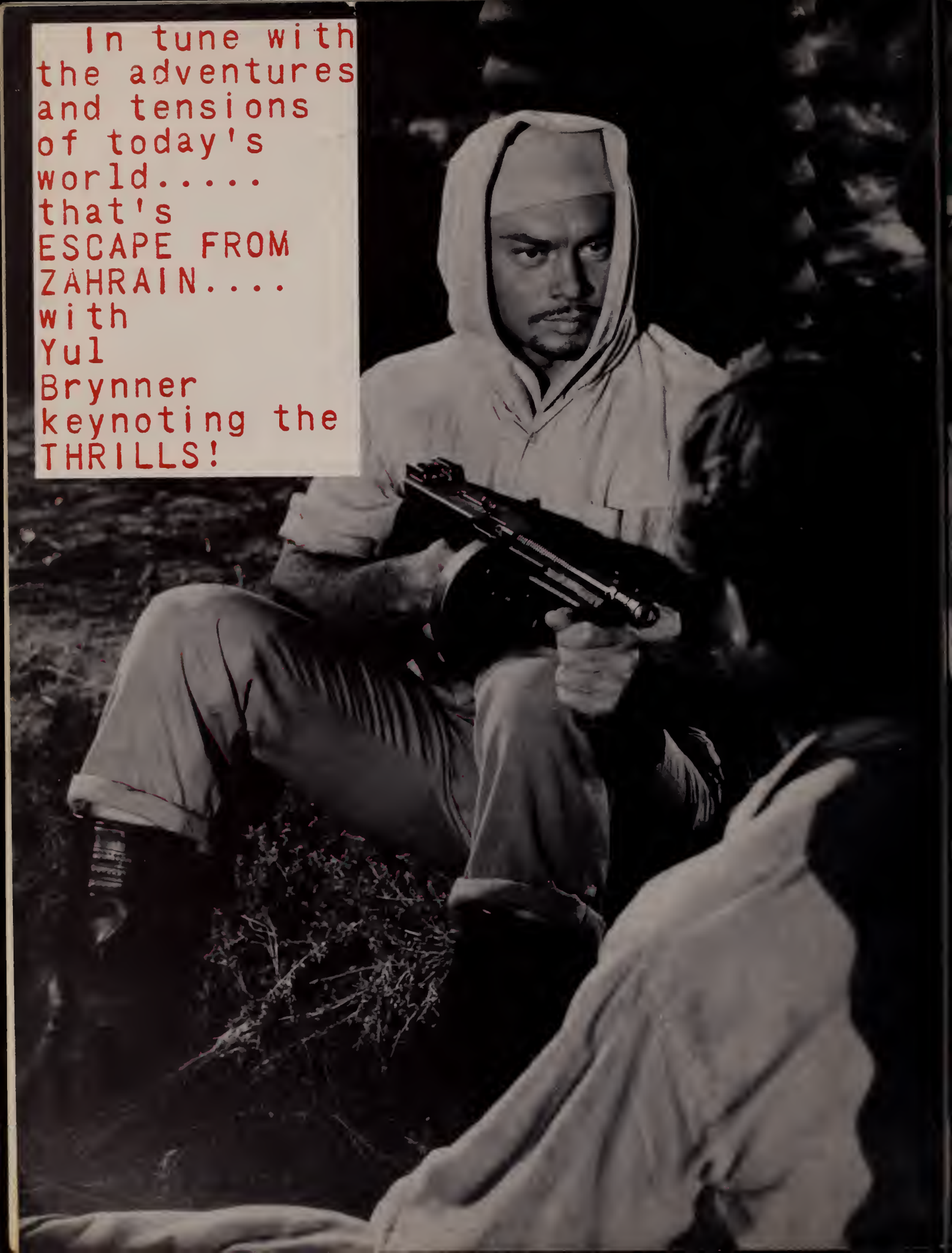
BERLIN - This transportation truck carried word of "One-Eyed Jacks" throughout the West sector of this spotlighted-by-history city. In the background is the Victory Pillar that marks a Nineteenth Century war. Truck of course marks the fact that the Marlon Brando film is at the renowned Ufa Pavillon.

"Jacks" Shatters All-Time Record

In addition to producing an avalanche of business of staggering proportions in Germany, Japan, Singapore and Sweden,the Marlon Brando starrer has hit the top brackets at the renowned Paramount Theatre in Paris.

Cabled advise from Henry Michaud concerning the opening week's Sunday states that O-EJ "established a new alltime record for the Paramount."

Picture also played day-and-date at the Elysee, Select and Lutetia.


In tune with the adventures and tensions of today's world..... that's ESCAPE FROM ZAHRAIN.... with Yul Brynner keynoting the THRILLS!

Paramount WORLD
Vol. 7, No. 11 November, 1961



"The Reel and The Counterfeit Traitor"

This is the "Moon River" Picture!



LONDON - So popular is the song that Audrey Hepburn sings in "Breakfast At Tiffany's" that the film is being referred to as "This is the 'Moon River' Picture" All of which is part of the magnificent showmanship given the film throughout the United Kingdom by Jack Upfold and his corps of Paramount showmen. The above display at West End Record Reproducers in Tottenham Court Road is but one of a host of national examples. Additionally, the song has had at least 9 British recordings, all of which have been most successful.

It is interesting to note that in all of Mr. Upfold's pre-planning campaigns for "Tiffany's," the "Moon River" angle was powerfully stressed as one of the top selling factors of the film. The angle has certainly paid off in handsome fashion.

Cover Story

There is good reason for our cover caption: "The Reel and The Counterfeit Traitor."

At the table in the foreground, William Holden and Ulf Palme. Holden in the film plays the role of Eric Erickson and Ulf Palme plays the role of Max Gumpel. At the table in the rear are the real Eric Erickson and Max Gumpel. In the actual shot in the film, both Erickson and Gumpel are used as extras.

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Volume 7, Number 11 November, 1961 ALBERT DEANE, Editor

George Weltner's Latest International Business Survey

Mr. Weltner returned to New York on Nov. 13 from one of the most fruitful and optimistic journeys he has ever embarked on. He was in London for the radiant premiere of "Breakfast At Tiffany's," in Germany for a tour of all branches which gave him a perfect picture of the fine operation of that territory, and in Switzerland, France and Italy for equally rewarding surveys of local company activities.

In London, the vice-president in charge of world sales was host at a luncheon to the officers and directors of Associated British Cinemas, the fine and progressive theatre organization through which Paramount is presenting its product to the British picturegoers. The function was a practical expression of Paramount's appreciation of the new business association, and in particular, of Sir Philip Warter, Chairman of Associated British Cinemas and subsidiary companies, and his executives. Notable among those also present were: David John Goodlatte, Managing Director of A.B.C.; Robert Clark, Director of A.B.C.; and C.J.Latta, Managing Director of Associated British Picture Corp. It was a most cordial occasion and promises exceedingly well for the future of Paramount releases in Britain. And, according to Mr. Weltner, he will long remember the warmth and friendliness of Sir Philip's response.

The Paramount vice-president reported that the Plaza premiere of "Breakfast At Tiffany's" was a highspot event in all Paramount history, reflecting enormous credit on all those behind the scenes who contributed to its success. Audrey Hepburn was most certainly a radiant contribution to the occasion, and Bob Hope's friendly and very pro-Paramount talk from the Plaza stage in introducing Audrey was unforgettable.

In Italy, Mr. Weltner divided his time equally between matters of distribution and production, visiting one branch, Florence, besides Rome, with more to follow next trip. He saw the completion of shooting on "The Pigeon That Took Rome," and attended the colorful party given by producer-director Mel Shavelson at the conclusion of Italian shooting.

In Paris, meanwhile, he had attended to many production items as well as those of distribution, and had screened footage of the intriguing "Malefices, to a sequence of which we have devoted Page 7.....And so to New York; and by the time these lines are printed he will be in Hollywood again tackling further problems of production.

That's the kind of activity that keeps the stars in the Paramount trade mark's diadem gleaming ever so brightly!

Cable to Audrey

The following message was sent to Audrey Hepburn in Rome by Mr. Weltner in advance of the premiere of "Breakfast At Tiffany's" at the Fiammetta on November 16th:

DEAR AUDREY: YOU CAN BE SURE THAT I WILL BE WITH YOU IN SPIRIT AND WISHING FOR YOU THAT THE FIAMMETTA PREVIEW IS A BRILLIANT REPEAT PERFORMANCE OF THE WONDERFUL OPENING IN LONDON. PLEASE GIVE MY BEST TO MEL AND MY APPRECIATION FOR HIS HELP.

GEORGE WELTNER

A Great International Leader Visits the Paramount Studio.



Mr. Jack Karp, vice-president and studio head; Prime Minister Nehru; Mrs. Indira Gandhi, daughter of the Prime Minister; Mr. Eric Johnston, president of the MPAA.



The Prime Minister on the set of the Hal Wallis production, "A Girl Named Tamiko." The three charming stars, L to R: Martha Hyer, France Nuyen and Miyoshi Umeki.

INDIA'S PRIME MINISTER NEHRU MAKES IMPRESSIVE PARAMOUNT STUDIO VISIT



Prime Minister Nehru and Hal Wallis on the set of the Wallis production, "A Girl Named Tamiko."



BELOW

Prime Minister Nehru being greeted by vice-president Y. Frank Freeman. In rear, Messrs. Jack Karp and Martin Rackin.



As a visitor to the Paramount Studio on November, His Excellency was hosted in behalf of the Hollywood motion picture industry by Mr. Eric Johnston, president of the Motion Picture Producers Association, Mr. Jack Karp, vice-president in charge of the studio, and Mr. Martin Rackin, head of production. Mr. Karp and Mr. Rackin are to the right of Mr. Nehru above.

RIGHT

His Excellency on the set of Mel Shavelson's production, "The Pigeon That Took Rome." L to R: Mrs. Indira Gandhi, the Prime Minister, Mr. Shavelson, Charlton Heston, Elsa Martinelli. In foreground: Debbie Price and Marietto.



PERFECTING THE LIAISON BETWEEN PRODUCTION AND PARAMOUNT PUBLIC RELATIONS



Opening session of the conference began in the office of Jack Karp, vice-president and studio head. Here the agenda was set and plans made to enlist the services of active producers without halting or impeding actual production. Reading clockwise from lower left: Herbert Steinberg, studio publicity director; Martin S. Davis, national director of advertising, publicity and exploitation; Nicholas Mamula, publicity manager; Martin Rackin, in charge of production; Mr. Karp; Joseph Gould, advertising manager; Joseph Friedman, executive assistant to the national director; Bernard Serlin, exploitation manager; Jerome Pickman, vice-president and general sales manager, Paramount Film Distributing Corporation.

On October 13th, in a series of announcements in strategic points around the world, Paramount announced product plans for the balance of 1961 and for the coming year, 1962. Paramount World carried the details last month. A few days after the facts were published a corps of company sales and public relations experts convened in the studio for the purpose of conferring with studio executives, producers and stars, the ultimate objective being the securing of maximum world-wide exposure of the upcoming product. There followed a series of hard-core meetings in depth from which came producer and talent promises of cooperation, the like of which our company has not seen in many years. (More details on Page 20)



Luncheon in the studio commissary given by William Perlberg and George Seaton, at which "The Counterfeit Traitor" was discussed in much detail. Rear, L to R: Herman Silver, Samuel Weissman (both of Lennon and Newell Advertising, handling Paramount acct.); Martin Rackin, head of production; Martin Davis; George Seaton; William Perlberg; Jack Karp; Joseph Friedman. Front row: Robert Fels (L&N); Bernard Serlin; Nicholas Mamula; Lou Harris (Nat. Screen Serv.); Joseph Gould; Herbert Steinberg; John Schneider and George Richardson (v.-p.'s, L&N).





Discussing "The Man Who Shot Liberty Valance" with John Wayne, lower left, and James Stewart, fourth from right. AT TOP: Producer Howard Hawks speaks of the basic showmanship facts of the recently completed, wholly thrilling "Hatari!"

A briefing session with exhibitors on "White Christmas" was also on the agenda. It was conducted in the studio theatre (right). At left, L to R: J.E.Poynter; Jack Case (Pacific Drive-Ins); Milt Hossfeld; George Smith (Pacific Drive-Ins - and a much beloved former Paramount sales executive); Jerome Pickman; Charles Doty (National Theatres). In centre, H.Neal East, Pacific division manager, with Jerome Pickman.





A PICTUREGOER'S JOY!

"MY GEISHA" IS BEAUTIFUL.... BEGUILING....SET AGAINST THE MATCHLESS BEAUTY OF JAPAN... AND ABOVE ALL, SUPREMELY ENTERTAINING





Shirley MacLaine acquired not only the looks of the geisha, but the arts and talents and the bearing of one.

"My Geisha" is an entertainment joy! It's a joy to the eye, the ear and the heart. Audiences everywhere will love it - and most of them will come back a second time to drink in the absolutely glorious Japanese scenery and settings. Individual scenes dealing with Japanese customs are spellbindingly beautiful, as well as being delightfully informative - and in Technicolor.

Shirley MacLaine further clinches her always secure hold on the title of the screen's lovliest and most capable comedienne, turning in a performance that will please exhibitors, fans and critics alike. Other members of the cast are also most talented, with particular honors going to France's Yves Montand, Edward G. Robinson and Yoko Tani, the last-mentioned playing the role of an actual geisha who teaches Shirley the difficult, talented and gracious art of being a true geisha.

For those who have always wanted to go to Japan - and for those unhappy folks who have been teased by having but a flashing glimpse of that truly beautiful land - "My Geisha" is the most fascinating example of travel economy today. In two hours one can see more of Japan's natural beauty and picturesque customs than one could see in two weeks in the country itself.

And since the interwoven theme in the film's story is actually the filming of the celebrated opera, "Madame Butterfly," the latter part of the picture is filled with the glorious music of that opera.

Getting all of this, plus one of the most riotously funny comedy romps in quite a lot of years, all for the price of a single admission, certainly makes "My Geisha" one of the top cinem-amusement bargains in years.

It's a top Paramount treat - and will give great revenue and prestige bounce to the company's release program for 1962.

Banzai, "My Geisha"!



The warm and wonderful climax on a Tokyo stage that brings husband (Yves Montand) and wife (Shirley MacLaine) together again in happiness.

NEWS FROM THE U. S. SECTOR



Yves Montand, despite his knowledgeability of women, doesn't know that the 'geisha' who is making him forget the woes and worries of the world, is Shirley MacLaine, who in "My Geisha" plays his own wife impersonating a real geisha. The picture is a lot simpler than that --- and it's darned good fun!



Director John Cassavetes looks with understandable awe at the actor he has created out of blues singer Bobby Darin in his production of "Too Late Blues." And he did it without Darin singing a song.

The straight and narrow path would get a lot wider if more people used it.

Arnold Morse

JACKSONVILLE A very popular phrase with the exhibitors now is "Where can I book 'Blue Hawaii"? We (and the exhibitors) think this is the best Presley yet. That's not all - they want to know where they can have Jerry's latest, "Errand Boy". Of course, we're tickled pink to have pictures like "Blue Hawaii", "Errand Boy", and "Breakfast At Tiffany's", where exhibitors are almost begging to book in their situations. (I don't blame them either.)

We recently held a sneak preview of "Breakfast At Tiffany's", and everyone really enjoyed this fine picture. All comments were good, as was expected.

Winter is almost here, and it's 88 degrees outside now. Mr. Mathis brought back some good fishing reports, (and facts) that the bass are biting now. He talked a ten-pounder into the boat via top-water plug.

Everyone has started counting the shopping days left until Christmas. Speaking for the Jacksonville Branch, I would like to wish everyone a wonderful Christmas and a prosperous New Year.

-Vann Burney

NEW YORK Myron Sattler, away on a much needed vacation, cannot forget the office problems and continues to phone regularly.

Kitty Flynn still has that faraway look in her eyes after her most thrilling trip to far off places.

Sybil Mayer enjoying a brief respite from the office.

Our deepest sympathy to Lew and Ivette Wechsler, suffering the untimely loss of their son, Howard. We sincerely hope that time will lighten the heaviness of their hearts.

Richard Magan and family have taken up residence in Long Island. Best of luck, Richard in your new surroundings.

It looks like we are in for some red hot grosses with "Summer and Smoke".

--Gene Newman

PHILADELPHIA Branch Manager Chumley now settled in his new apartment, and is an offi-



Tina had a little lamb, it was a cute excuse, to help her knit a tale about "The Siege of Syracuse."

And "The Siege of Syracuse," co-starring Tina Louise and Rossano Brazzi, is a full-scale Paramount thriller for 1962 release.

sssssssssssssssss
sssssssssssssssss

Hal's 'Oscar' Look.....



Deeply mindful of the Academy Award Oscars that his productions had won for Shirley Booth ("Come Back Little Sheba") and Anna Magnani ("The Rose Tattoo"), Hal Wallis views Geraldine Page as a most probable winner next April via her powerful performance in his "Summer and Smoke." In the inset scene, Geraldine is shown with Laurence Harvey, also a powerful 'Oscar' contender via his role in the same film.

cial New Jersey resident (Cherry Hill Variety). ...Seriously, though, the branch is mighty happy on the choice of our new branch leader, and we wish he and his family a long and happy stay in our midst.....Mr. Chumley's son, Steve, paid him a visit after his boot training at Great Lakes Naval Station.....Booker's clerk Nancy Tiedeken spending her well earned vacation in New Orleans and Florida.....Booker's clerk Mae Orloff came up with the wonderful news of her becoming a grandmother(ah tempus fugit, or something).....Booker Stanley Smithers will be leaving us in December for greener pastures....he will be missed, because Stanley has a host of friends in exhibition,and we wish him well in his new endeavor....Branch was happy to meet Ken Lawson from Home Office, who spent sometime in Philadelphia....we're sure the insight that Ken received in branch operation will come in handy in his new duties in New York....John Simonelli also spent a few days with us, and we're always happy to renew his friendship.....The branch was mighty pleased over the results of "Breakfast At Tiffany's" at the Arcadia Theatre in Philadelphia....seems the picture was contagious and performed excellently in all of our key towns, which has given a shot in the arm to our sales and booking dept.....

-John Kane

CHARLOTTE Another attraction to North Carolina will be the Cinerama Theatre which will be opened December 1st by the North Carolina Theatres Inc. It will be the only theatre of

(Continued on Page 18)











THE TITLE OF THIS MADE-IN-FRANCE THRILLER FOR PARAMOUNT IS, AT THE MOMENT....

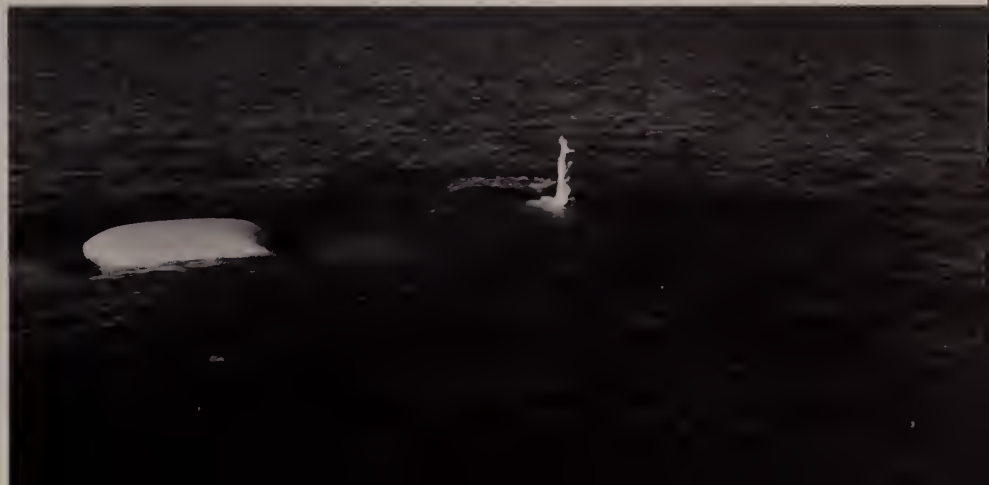
"MALEFICES"

(Evil Spell)



We have for you at this point no captions for these stills...no whisper of the plot...no hint of the nerve searing denouement.....Not a thing but the guaranteed promise that this sequence of MALEFICES is something that you will never forget.

And yet it is but one of a host of emotional moments that the pair of spell merchants who created the Hitchcock "Vertigo" and a host of other chillers have created for Paramount.



THE CECIL B. DeMILLE PAGE

MADRID RESOUNDS WITH THE MAJESTY OF "THE TEN COMMANDMENTS"

Cecil B. DeMille's production of "The Ten Commandments" is, in its third time around in Madrid, proving to be a continuing sensation, according to Henri Michaud, assistant general manager of the Continental Division in charge of the big film. The picture has just finished the first three weeks of its 6-theatre break after the city run, and its peseta gross is sensational on the basis of 236,721 admissions. Tied in with this is Mr. Michaud's overall story of the film's Madrid triumph.

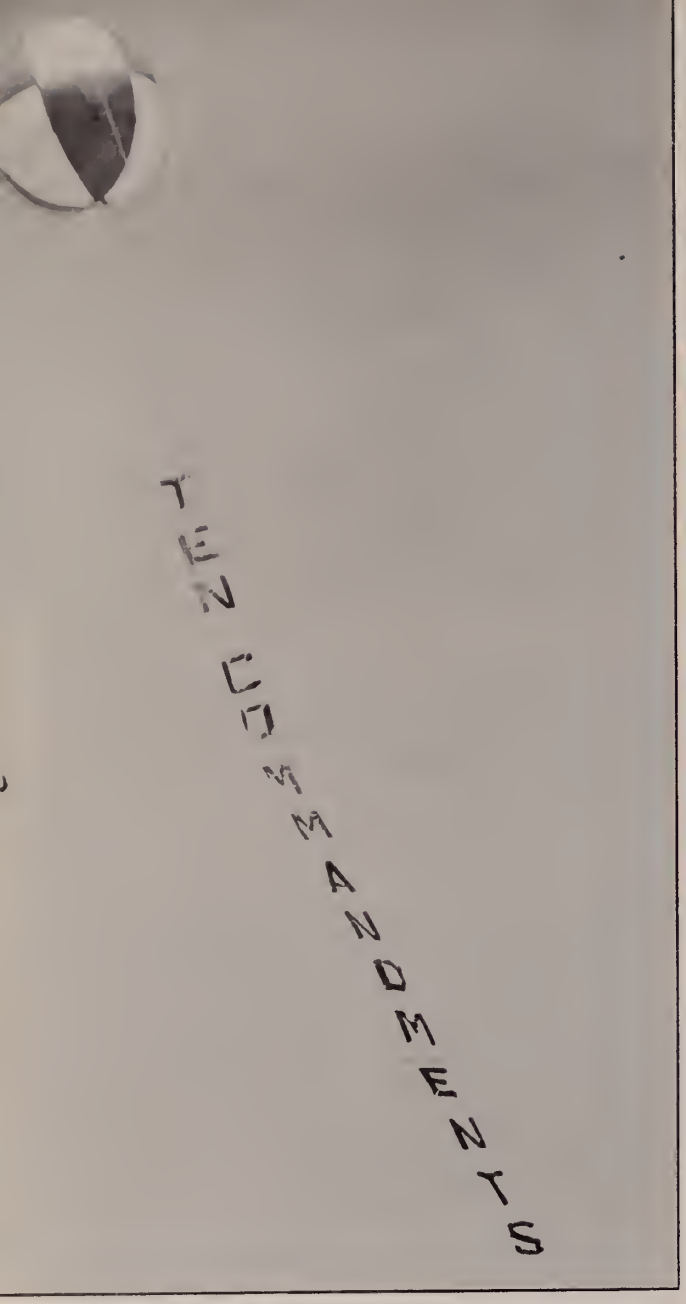
Here is Mr. Michaud's statement of the facts: "If we recapitulate, 'The Ten Commandments' played originally 28 weeks at the Palacio de la Musica for a total of 522,376 admissions, then was repeated at the same Palacio de la Musica a year later for 7 weeks to a total of 84,892 admissions; thus, with the present first break, we have reached a grand total of 843,989 admissions for a total population in Madrid between 1,600,000 and 1,700,000.....We are now negotiating another break in that city, in 5 theatres, again strategically located throughout Madrid. Further news later."

Last month we published part of a letter on "The Ten Commandments" from Corbett Brothers of the Empire Theatre, Heldon, Queensland, Australia. Our quotation ended with "...we think DeMille left behind something that will be an inspiration to all men."

But the Corbett letter had one additional line. It said:

"It's a film all should show if only for its inspiration to make a better world."

TTCTTCTTCTTCTTCTTC



PORT LINCOLN, South Australia - This is the very effective advertising balloon used by the Flinders Theatre to advertise "The Ten Commandments," and described in more detail in a separate story on this page.

RIGHT

TEL-AVIV, Israel - Pictured here is one of the pleasant interludes during the announcing of the marvelous 1962 Paramount product to the critics and press. Manager Ladislav Koch is shown receiving the plaudits and congratulations of those present, conveyed by Mr. S. Shamgar, chairman of the Newspapermens' Association of Israel. Pictured also is evidence that "The Ten Commandments" is still in release in Israel.

ADELAIDE, Australia - "The Ten Commandments" has smashed all box-office records in Port Lincoln, Paramount's South Australian manager Denis Kiley has reported. Matching the sky's-the-limit grosses was the balloon showmanship pictured on this page. This famous skymark is operated only on very special occasions, and on this one it brought the folks from many miles around to see the DeMille film.



"BREAKFAST AT TIFFANY'S" IS TOP TABLE TOPIC IN GREAT BRITAIN

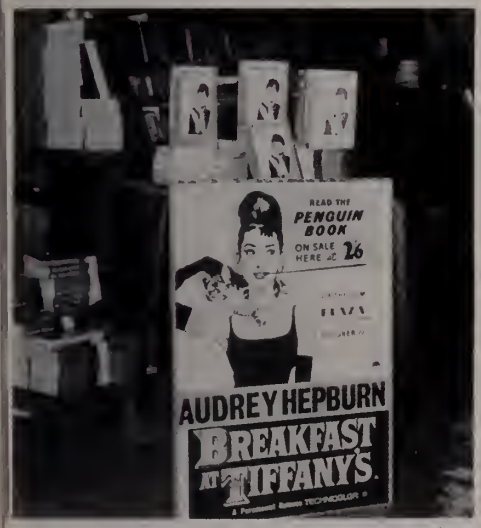


ABOVE

LONDON - Queue to the Plaza along the Haymarket. Theatre entrance is at extreme right, and the line to the left continued far beyond the camera's reach.

BELOW

LONDON - Queue to the Plaza along Jermyn Street, with theatre entrance at the extreme left. This line also continued far beyond the camera's reach.



LONDON - The Penguin paperback reprint of Truman Capote's novel was the key to this simple but effective "Breakfast At Tiffany's" display in the Army and Navy Stores, Victoria. On every piece of merchandising material issued in conjunction with the film in the U.K., the Audrey Hepburn motif was faithfully followed.

RIGHT

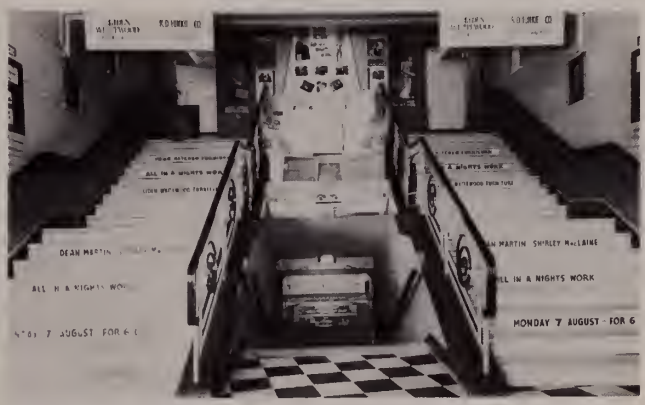
Famous British publishers, Chappell Ltd., who have issued the sheet music of "Moon River" in the U.K., are cooperating closely with Paramount's showmanship department to secure maximum promotion for the lovely song. This window display given by Chappell's is in their contral Bond Street store window.





"Tiffany's" Tops!

First three weeks of "Breakfast at Tiffany's" at London Plaza demolished the figures achieved by "Psycho," holder of theatre's record till now. First week beaten by 5%, second week by 12% and third week by 8%. And the "Psycho" figures had been regarded as 'absolute physical capacity.'





LONDON - A good fashion story here means a syndication to other important national papers. Thus the fashion story on Audrey Hepburn which appeared in the London "Evening Standard," soon was used by the Manchester "Evening Chronicle," "Nottingham Evening Post," "Blackburn Evening Telegraph" and "Dublin Evening Press." Spreads from the last three mentioned are shown above - and their extensiveness of space is evident.

KIRCALDY, Scotland - Both before and during the engagement of "All In A Night's Work," the Regal had a very effective tie-up with R.D.Funkie and Co. and their Linden Whitewood Furniture. Funkie gave the Regal a couple of windows and a give-away contest, and the Regal gave the store this very effective lobby display. And the film did "ace" business.

British actress Anna Lee has a leading role in John Ford's "The Man Who Shot Liberty Valance." The cast is headed by John Wayne and James Stewart and also includes Vera Miles, Lee Marvin and Edmond O'Brien.

I don't like a man to be too efficient. He's likely to be not human enough.
Felix Frankfurter

"Blue "Hawaii" Orchids.....



Orchids of Hawaii Inc. has named two of its loveliest flowers in honor of Hal Wallis' "Blue Hawaii." Stella Stevens is shown above wearing the 'Blue Hawaii Orchid,' a big blue bloom.....



...Darlene Tompkins, a featured member of the "Blue Hawaii" cast, displays 'Baby Blue Hawaii,' a smaller blue bloom.

Tie-up was the work of Paula Fraser, of Head Office publicity and promotion department.

We had a flash just at press time that "One-Eyed Jacks" had "Opened big in Finland."

This means another fine "One-Eyed Jacks" story for next month's issue.



HELSINKI - Notables assembled for the news concerning the new Paramount productions for 1962. L to R: Mrs. A. Lius, Editor, Sos. Dem.; Mr. E. Udd, Editor, Nya Presseb; Mr.J.Kohonen; Theatre Manager, Suomi-Filmi Oy.; Mrs. A. Himberg, Astor-Filmi Oy.; Mrs.Soma Hallakorpi, Editor, Helsinki-Lehti; Mr. Stahlhammar,Editor, Maas. Tulevaisuua.

1962 ÅRS PARAMOUNT-PRODUKTION VINNER ERKÄNNANDE VÄRLDEN ÖVER.....

Paramounts produktionsprogram för år 1962, vilket offentliggjordes samtidigt över hela världen förra månaden av herrar George Weltner och Jerome Pickman i New York och av Paramount-representanter i olika delar av världen, har vunnit erkännande och uppskattning. Det faktum, att alla filmer som produceras och distribueras av bolaget tillhör kategorien stora och betydande sådana,noterades med tillfredsställelse på biografägarhåll och av pressen.

Det uppbåd av storstjärnor och andra skådespelare,som förekommer i dessa filmer,var spännande nyheter för alla paramountärer som bär ansvaret för att millioner biografbesökare runtom i världen blir i tillfälle att njuta av god filmunderhållning.

En av dessa topp-produktioner, "Breakfast at Tiffany´s", har mottagits med stor förtjusning där den hittills hunnit visas. I London till exempel har den slagit ett 35-årigt rekord på Plaza-teatern och den brittiska pressen betecknar Audrey Hepburns prestation som helt oförliknelig. Framförandet på Radio City Music Hall i New York, som nyligen avslutades, blev en dundersuccé och likadant har det blivit över hela den nordamerikanska kontinenten. I övriga delar av världen, där filmen hade premiär i samband med presentationen av produktionsprogrammet för 1962, blev framgången lika påtaglig.

Från initierat håll i Paramount-studion hör vi att John Ford-filmen "The Man Who Shot Liberty Valance" lovar att bli en spännande upplevelse. Var och en av stjärnorna - James Stewart, John Wayne, Vera Miles,Edmond O´Brien och Lee Martin - gör briljanta insatser och filmens handling laddar upp till en spännande klimax. En av 1962 års verkligt stora,gissar vi.

En del bildmaterial från Vice President George Weltners europaresa återfinns också i det här numret. Man ser här idel glada anleten och förnimmer den angenäma atmosfär,som antyder stark tillförsikt inför framtiden.

David Susskinds "The Power and the Glory", avsedd för televisionen såväl som för utländsk filmdistribution som en vanlig långfilm, gavs i TV via Columbia Broadcast System över hela Förenta Staterna söndagen den 29 oktober. Huvudrollen kreeras av Sir Laurence Olivier i en strålande framställning. Han biträds av en kvalificerad uppsättning av Broadways teateraktörer och -aktriser; Julie Harris, George D. Scott och Roddy McDowell, för att nämna några av dem.

Vi har tidigare haft mycket intressant att berätta från de många förhandsvisningarna av Hal Wallis-filmen "Blue Hawaii",innan den verkliga premiären äger rum, men vi undrar om inte den intressantaste av dessa "previews" var den i Honolulu i början av månaden. Se bilder på annan sida. I och med den förhandsvisningen ville Hal Wallis visa sin tacksamhet mot alla dem,som på olika sätt varit honom till hjälp vid inspelningen av filmen där för några månader sedan.

Fabian in Sweden.....



STOCKHOLM - Fabian, the handsome singing star of "Love In A Goldfish Bowl," scored a personal and personality triumph here, and at the same time did an ace promotional job for the Paramount comedy. Here he is autographing photos at the press conference in the Foresta Hotel, while Paramount general manager Paul Flodin looks on at left.

BELOW

Here Fabian is with the 15-year-old Danish star of stage and TV, Gitte Henning. This was one of scores of photographs included in one of the most comprehensive publicity coverages ever to be sent to New York head office.



GREAT STARS BRING THRILLS AND ROMANCE TO JOHN FORD'S PRODUCTION, "THE MAN WHO SHOT LIBERTY VALANCE"

Who did shoot Liberty Valance - and why?

And why was it such a mystery until the very last moment?

Lee Marvin (below) is 'Liberty Valance.'





Threats don't scare the man of courage and strength and righteousness that James Stewart plays in this powerful human story of the West.



He has the support of the love of his adorable wife (played with charm and deep understanding by Vera Miles), at left.

And here below, are the four characters who are vitally concerned with the passing of 'Liberty Valance.' They are played with great skill by John Wayne, Edmond O'Brien, Vera Miles and James Stewart.

And he has (below) the courage of, and the belief in, his own deep and abiding convictions to carry him through any crisis that might be bred by the dark forces of evil in the town he loved so much.







JULIETTE GRECO, one of the most magnetic personalities in today's film world, co-stars with Jean-Marc Bory and Liselotte Pulver in Henri Decoin's nerve-tensing drama, "Malefices," a sequence of which is pictured on Page 7.



PARIS - A record shop on the Boulevard de Clichy gives prominent display to the London album of the sound-track music of Marlon Brando's "Vengeance Aux Deux Visages" --- the internationally successful "One-Eyed Jacks."

The members of the "Girl Named Tamiko" company are back in Hollywood after several weeks of location shooting in Japan on the Hal Wallis production.

Those who returned are Laurence Harvey, France Nuyen, Martha Hyer, Gary Merrill and Miyoshi Umeki.

-_-_-_-

L'ANNONCE DE LA PRODUCTION PARAMOUNT 1962 RECOIT L'APPROBATION DU MONDE ENTIER.

* * * * * *

L'annonce simultanée sur une échelle mondiale des productions 1962 de Paramount faite le mois dernier par MM. George Weltner et Jerôme Pickman à New York, et par les directeurs des territoires dans les villes les plus importantes du monde, a reçu une approbation unanime sur une échelle internationale.

Le fait que tous les films qui seront produits et distribués par la Société seront des films de grande envergure a été accueilli avec enthousiasme aussi bien par les exploitants que par la presse. La liste des vedettes et des autres personnalités qui apparaîtront dans ces films constitue une excellente nouvelle pour tout le personnel de Paramount qui aura la responsabilité d'exploiter ces films sur une grande échelle pour qu'ils soient vus par le plus grand nombre de spectateurs possible.

Un des films les plus importants de cette liste - Diamants sur Canapé - a déjà été acclamé avec un enthousiasme indescriptible partout où il est sorti. A Londres, par exemple, il a battu tous les records dans l'histoire du Plaza Theater, déjà longue de



MARIANNE PRODUCTIONS

1 RUE MEYERBEER PARIS 9e OPÉRA 73-78 TÉLÉGR. CABLES MARIANNEPROD

Paris, July 20th, 1961.

Mr. Russell Holman
Paramount Pictures Corporation
1501 Broadway
New York 36

Letterhead of Marianne Productions, the French film production company which is producing "Malefices" (see Page 7). Trade mark of the company was drawn for the organization by the eminent French director, artist and writer, Jean Cocteau.

35 ans. Les journaux corporatifs britanniques constatent que les recettes du film d'Audrey Hepburn n'ont jamais été égalées. Le film, qui vient de terminer sa première exclusivité au Radio City Music Hall de New York et a remporté le succès que l'on sait, continue sa très belle carrière à travers toute l'Amérique du Nord. Dans les autres parties du monde, où le film a été montré à l'occasion de l'annonce de la production Paramount, le même enthousiasme s'est manifesté.

Une rumeur vient des studios de Hollywood, selon laquelle tous ceux qui touchent de près ou de loin au film de John Ford "The Man who shot Liberty Valance" sont en admiration devant cette oeuvre. Chacune des vedettes - James Stewart, John Wayne, Vera Miles, Edmond O'Brien et Lee Marvin - interprète son rôle à merveil-

Parisians got news about Marlon Brando as the Man of Two Faces in "Vengeance Aux Deux Visages," even on their cocktail and drinks napkins. So anybody seeing double actually got 'quatre visages.'

le et les deux heures de projection feront les délices de millions de spectateurs à travers le monde. Ce film sera certainement l'un des plus exceptionnels de 1962.

Quelques photos qui montrent quelques aspects du voyage en Europe du Vice Président George Weltner sont publiées dans ce numéro. Toutes ces photos montrent les visages joyeux et l'heureuse atmosphère, indiquant ainsi l'enthousiasme du personnel de Paramount devant les perspectives que leur offre l'avenir.

La production de David Susskind "La Puissance et la Gloire" qui a été réalisée pour la télévision et sortira à l'étranger comme un film ordinaire a été télévisée par Columbia Broadcasting System à travers tous les Etats-Unis le dimanche soir 29 octobre. Ce film a pour vedette Sir Laurence Olivier dont l'interprétation est éblouissante. Il est entouré par une excellente distribution d'acteurs de Broadway, parmi lesquels citons: Julie Harris, George D. Scott et Roddy Mac Dowell.

Nous avons déjà parlé des nombreuses projections du film de Hal Wallis "Blue Hawaii" qui ont eu lieu avant la sortie du film mais nous pensons que la plus intéressante a eu lieu ce mois-ci à Honolulu. Vous en verrez des photos dans ce numéro. La raison de cette projection était celle-ci: exprimer les remerciements de Hal Wallis à tous ceux qui ont prêté leur concours lors de la réalisation du film d'Elvis Presley à Hawaii il y a quelques mois.

IN THE FAR EAST, SHOWMANSHIP WORKS 24 HOURS A DAY, 7 DAYS A WEEK, AND 52 WEEKS A YEAR. BELOW ARE SAMPLES



BRUNEI, North Borneo - Above is the New Boonpang Theatre, newest of the Cathay Organisation's chain of modern cinemas. Dato Loke Wan Tho, chairman of the Cathay Organisation in Singapore, flew to Brunei for the dedication ceremonies, which were performed by the Yang Teramat Mulia Duli Pengiran Alam, D.K., D.S.N.B., D.P.M.B., P.O.A.S., O.B.E. The Boonpang has a seating capacity of 1,120 and is completely modern in every respect.



We have been privileged to receive a copy of the most interesting 48-page souvenir book published by the Cathay Organisation in connection with the dedication of the New Boonpang Theatre in Brunei. The souvenir is printed in three languages, which makes it kin to our own Paramount World in the multi-language field.

An outstanding feature of the booklet is a special supplement which traces the history of the entire cinema industry in the state of Brunei, the fabulous oil-rich kingdom in the China Sea.

Last month on this page, reporting the premiere of the new theatre, we said "There'll always be a Boonpang Theatre." Now we know why.

SINGAPORE - Paramount manager Roy McArse forwarded this double-purpose shot. In the background are workmen giving the renowned Cathay Theatre a 'facelift,' in which project Paramount representatives were consulted. In the foreground are three valuable prizes donated by Sanyo (with Lee Say Keng of Cathay as liaison) for a contest in connection with Danny Kaye's "On the Double." Contestants were permitted to impersonate any famous personality they wished to.

#######



Singapore's Cinema Herald (the latest issue of which is here shown), was born of a local newspaper publishing impasse. It proved to be so spontaneously successful that when the trouble was settled, it was continued in the interests of local film exhibition and distribution, under the expert editorial guidance of Carl V. Kannappan of the Cathay Organisation. Its news is published in English, Chinese and Malay, and it is profusely illustrated. This issue's Shirley MacLaine cover in particular was an attention-getter. It aided the engagement of "All In A Night's Work" at the Cathay in Singapore.



BANGKOK, Thailand - Crown Prince of Thailand and the Princess Ubolrat are receiving a souvenir from Miss Nit Nit Chaikijkarana, daughter of the Paramount manager for Thailand. Occasion was a visit by Their Royal Highnesses to the Paramount Theatre for a private screening of Jerry Lewis' "CinderFella."





MANILA, Philippines - 'Standee Shirley,' working in behalf of "All In A Night's Work," has made appearances all over the world in the past several months. Doing her showmanship job in warm, cold and torrid weather, in rain, snow and sunshine, she has done an ace job on towels as well as on film entertainment. Above, her standee work is being done on behalf of the Avenue Theatre, and Paramount manager A.S.Velasquez reports that scores of these standees got prominent and attention-rating spotting around the city. The one at top is in the Mico Recording House at Raon, in this city.

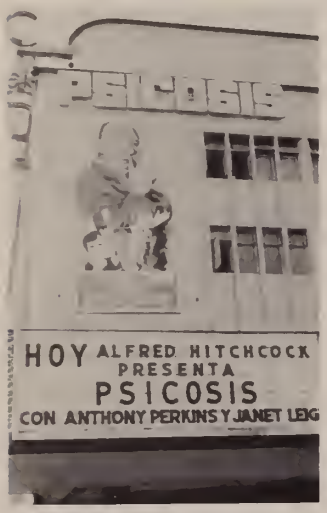
BELOW

SAIGON, Vietnam - Industry and press assembled at luncheon to hear Paramount's 1962 product announcement. The facts were delivered by Paramount's manager, Yuan Kao, seated at the extreme lower right. We have seen the mass of clippings indicating that the news was extensively reported.



Losing Winner

"Stay to dinner." "Let me pay!"
I've learned to my chagrin
Are friendly little arguments
I somehow always win.
D.E.Twiggs



BOGOTA, Colombia - The above-the-marquee sign for "Psycho" display very effectively by El Cid Cinema. (Other "Psycho" pictures on Pages 17 and 27).



BUENOS AIRES - A group of young shoppers in the celebrated Gath y Chaves department store halted in the bathroom department by this 'arresting' figure of Shirley MacLaine urging them to see "All In a Night's Work" at the Opera Cinema.

Keep your eyes open to your mercies. The man who forgets to be thankful has fallen asleep in life.
Robert L.Stevenson

MUNDIAL APROBACION AL PROGRAMA PARAMOUNT 62

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El anuncio simultáneo en todo el mundo del programa de películas Paramount para 1962, hecho el mes pasado por los señores George Weltner y Jerome Pickman en Nueva York, y por los jefes de zona de Paramount en los principales centros del mundo, ha recibido la aprobación unánime del mundo entero. El hecho que todas las películas a distribuir por la compañía sean de gran longitud e importancia fué muy elogiado por los empresarios y la prensa, y la lista de estrellas y otras personalidades que aparecen en estas cintas constituía una emocionante noticia para todo el personal Paramount que tiene la obligación de conseguir que a estas películas se les dé la máxima circulación mundial para que este magnífico entretenimiento llegue al máximo número de espectadores.

Una de las principales cintas anunciadas -Breakfast at Tiffany's" ya está recibiéndose con entusiasmo no superado en dondequiera que se exhibe. En Londres, por ejemplo, ha batido todos los records de la historia de 25 años del Plaza Theatre, y los periódioos ingleses especializados dicen que nos es posible superar la interpretación de Audrey Hepburn en esta producción. En el Radio City Music Hall de Nueva York la película ha terminado ya su compromiso de proyección, con enorme éxito, similar al logrado en todo el continente norteamericano. En otras partes del mundo en que se ha proyectado en unión del programa previsto para Paramount, ha podido apreciarse el mismo entusiasmo.

Los estudios nos hablan ya del entusiamo de todos con la creación de la cinta de John Ford "The Man Who Shot Liberty Valance". Cada una de las estrellas - James Stewart, John Wayne, Vera Miles, Edmond O'Brien y Lee Marvin- hace una labor insuperable, y la película representa dos horas de emoción para los aficionados al cine que se cuentas por millones en todo el mundo. Será sin duda alguna una de las películas más destacadas de 1962.



NEW YORK - At the DeMille Theatre premiere of Hal Wallis' "Summer and Smoke," co-star Geraldine Page was given an ovation by the audience prior to the start of the film. Peter Glenville, director of the film made from the Tennessee Williams play, is second on the right, looking up at the star.

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BUENOS AIRES - The "original costume worn by Shirley MacLaine" was worked with telling effect by Radio Splendid LR4 in conjunction with the showing of "All IN A Night's Work" at the Metro and Metropolitan Theatres here. The 20 best letters brought the twenty writers to the radio station for the presentations, here being carried out by Miss Lidia Duran, official announcer of the station, and Miss Adela Marti, of Paramount's publicity department. Several thousand letters were received in the contest.

-o-o-o-o-o-o-o-

En este número se publican algunas notas sobre el viaje por Europa del Vice-Presidente George Weltner. En las fotografías sólo se ven caras alegres y un ambiente feliz, todo lo cual indica el entusiasmo del personal Paramount sobre las prespectivas para un futuro inmediato.

La producción de David Susskind "The Power and the Glory", producida para la Televisión y para la distribución extranjera como película fué televisada en la red de la Columbia Broadcasting System a todos los Estados Unidos en la noche del domingo 29 de octubre. Su protagonista es Sir Laurence Olivier, que realiza un trabajo de gran brillantez. Colabora con él un reparto de mucho talento de estrellas de Broadway, en especial Jule Harris, George D. Scott y Roddy McDowell.

Hemos recogido muchas noticias interesantes sobre la producción de Hal Wallis, "Blue Hawai", antes de proceder a su distribución, pero creemos que la proyecoión más interesante ha sido la realizada en Honolulú. En otra página se ven fotografías de este acontecimiento. La presentación tenía como objeto prinoipal que Hal Wallis pudiera dar las gracias en gran escala a todos cuantos tanto le ayudaron en la creación de la película de Elvis Presley en Hawai hace unos meses.

THE FIFTIETH STATE STATES ITS SKY-BLUE VIEWS ON HAL WALLIS' "BLUE HAWAII"****

Honolulu Star-Bulletin

New Elvis Presley Movie Portrays the Real Hawaii

By A. A. SNYDER

Of all the movies made in Hawaii since World War II, none has given it a better break than "Blue Hawaii," the Elvis Presley film that will have its world premiere here next Wednesday.

Some 200 Islanders responded enthusiastically last night when Producer Hal Wallis invited them to an advance screening at the Queen Theatre.

Executives of the Hawaii Visitors Bureau were probably happiest of all.

The film's wide screen color gives a faithful and attractive representation of the Islands and represents them as nothing but Hawaii today—not Bali Hai, Tahiti, or some World War II battleground.

NEW YEN

Elvis's fans should develop a brand new yen to come to Hawaii and it will be based on a faithful presentation of them, sensitive to the feelings of Islanders and not likely to raise many local heckles.

Elvis sings his way through the film in a relatively subdued fashion that makes him appeal even to the oldsters who have shown distaste for him in the past, and Wallis told guests last night that audience tests show the change hasn't hurt him a bit with his younger

men who have been working in Hollywood for some years and aren't familiar to local audiences except for Lani Kai, seen in the Hawaiian Eye TV series. Others are Frank Atienza, Jose De-Varga and Ralph Hanalei.

The film's story is a present-day one—Elvis returns home from the Army, doesn't want the proffered good job in his father's pineapple cannery, prefers life on the beach but finally moves out on his own in the tourist business.

Romance, naturally, weighs heavily in all of this, and, naturally,

but everything ends happily in a wedding scene film on the lagoon at Kauai's Coco Palms Hotel.

The film is excellent entertainment and the Island scenery is both authentic and great.

The triple opening next week will be at the King, Palace and Waialae Drive-In Theatres.

Audiences nationally will get to see the film starting at Thanksgiving time. Paramount Pictures is counting on it as a big Christmas season money maker. The tourist flow should pick up afterward.

Hal Wallis' "Blue Hawaii" was given a special invitational preview at the Royal Chain's Queen Theatre in Honolulu on the evening of November 1st. Mr. Wallis, who was on his way back to Hollywood from a business visit to Japan, was guest of honor, and no producer-guest could possibly have been made happier by the reception given the picture by the audience present and the press the following day. It is our real pleasure to reproduce on this page some of the actual press comments. All of the latter were in the spirit of the writer in the weekend supplement of the famous Honolulu Advertiser, who said:

"...Well, I'm telling you that 'Blue Hawaii' will do more for the Islands this year than the HVB, the Statehood Commission, Dole Corp. and the macadamia nut division of the Honokaa Sugar Company all put together - and it won't hurt Elvis either."

OUR TOWN SIGHTS AND SOUNDS

by MAX MORINAGA

"Blue Hawaii" Gets A Big Hand

Entertainment-wise, the Hal B. Wallis production of "Blue Hawaii" is the Finest Film produced in the islands to date

It nicely captures the romance and the charm of the islands as no other previous film about Hawaii has been able to.

A special invitational preview-screening of "Blue Hawaii" was held last night at the Queen Theater, and the spontaneous applause that swept the theater at film's end must have given a warm glow to Mr. Wallis, who is returning on a trip from the Orient and who was present at last night's special screening.

...ests were greeted in ...foyer of the Queen ...er last night by Mr ... and by the manag... ...ecutives of the Royal ... of theaters including ...ent and General ...er Herman Rosen Chappie Chapman. ... relations director ...ssisted Mr. Wallis the filming of loca... ...ts in the islands of ...nd Kauai.

Hawaii" stars El... ...ley, and he sings ... number of melo... ...nes including the Hawaiian wedding song.

As my friend Y. Ganjiro says:

"Of all the films in which Elvis has starred to date, BLUE HAWAII is his most entertaining film."

And I agree!

o o o

There are so many Hawaiian scenes in the film that a viewer has the feeling that the entire production was shot right here in the islands—every single scene including interior-shots!

Some lovely looking girls appear in the film.

"Blue Hawaii" should make many new friends for Hawaii.

It should attract thousands of tourists to Hawaii —tourists who have never yet been here.

There is a nostalgic quality about the film—so much so that Hawaii residents living in foreign parts, or on the mainland, would without a doubt feel an overpowering urge to return to the islands upon seeing the film—whether it be in Tokyo, Berlin, Hongkong, Purdue, Brooklyn, Chicago Minneapolis or Manila.

The Hawaii Hochi

"Blue Hawaii," Elvis Presley, Is Real "True Blue" Hawaiian

By HARRY SHIRAMIZU

A Hal Wallis production for Paramount release, "Blue Hawaii," starring Elvis Presley, the King of Hearts and Rex of Rock and Rollers from Graceland, Tenn., which was premiered last evening at the Royal Chain's Queen Theatre, is mostly—although "Hollywooded" to a certain extent — true blue Hawaiian, both real and reel.

Present plans reportedly are to present the natural-colored, panavisioned "Blue Hawaii" for public viewing here during the week of Thanksgiving Day — the Turkey Day holidays (and we're not writing or talking turkey).

"Blue Hawaii" is sure to go over big in the Islands. Even its opening credit section is "Hawaiianized" with background music of "Blue Hawaii" — "Perfume in the air and rare flowers everywhere," "Lovely you and blue Hawaii" and "Dreams come true in blue Hawaii."

And dreams come true in blue Hawaii in the musical "Blue Hawaii" when the picture winds up with the grand finale celebrating the wedding of hero Presley to heroine Joan Blackman to the strains of "Ke Kali Nei Au" (Waiting for Thee):

"I shall e'er be true, e'er be true to thee; With thee dearest one I know true joy will e'er be mine.

(Continued on page 2, col. 2)

Hawaii Times

We're For Elvis

The next session of the Legislature ought to pass a law making it a crime for any citizen of Hawaii to say anything bad about Elvis Presley.

First Elvis performed this year in a benefit at Pearl Harbor for the USS Arizona Memorial. It was probably the first real "benefit" in Hawaii's history: every dime ($62,000) went to the memorial fund, and Elvis and his manager, Col. Tom Parker, paid all the expenses of the show out of their own pockets.

* * * *

WEDNESDAY NIGHT, we saw a preview of "Blue Hawaii," filmed in the Islands with Presley as the star. It is the 50-megaton blast of the travelogues, and really does a fantastic job of selling Hawaii.

Millions of people will begin seeing the movie this winter (if they can drive their cars through the snowdrifts to get to the movie house).

They'll get an image from "Blue Hawaii" that'll stick with them forever—an image of warm and wonderful people living in a glorious setting in perfect weather. (Excuse the unseasonal rain and humidity of the past two weeks, please.)

* * * *

UNTOLD thousands will walk out of the movie houses determined one day to vacation with Elvis Presley in Hawaii.

Governor Quinn ought to make Elvis Presley—and moviemaker Hal Wallis and Colonel Parker, too—honorary ambassadors of the 50th State. We owe them a debt of gratitude.

Honolulu Advertiser



Domestic Help

Little Freddie was looking in an album of photographs of his parents' wedding. His father described the ceremony and tried to explain its meaning.

"Oh," the lad finally exclaimed. "Is that when you got mummy to come and work for us?"

Neal O'Hara



RIO DE JANEIRO - Three Brazilian film notables pose beside a showmanship standee for the French film, "Winter Holiday," a Paramount release that is breaking records in this country and promises to be an all-time record grosser. The three, L to R, are: Jose Vasco Abreu, Paramount branch manager in Rio; Sebastião Gomes, manager of the Opera Theatre here; and Oswaldo Leite Rocha, ace publicist.



Bobby Darin may well have plotted his own personal career in the same way he plays chess - for he is up in the championship class now - particularly after his triumph of acting, with Stella Stevens as co-star, in "Too Late Blues."

Every man has his price and every woman her figure. Aaron Henry

MUNDIALMENTE ACLAMADO O PROGRAMA DA PARAMOUNT PARA 1962

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A divulgação simultânea, no mundo inteiro, do novo Programa da Paramount, para 1962, feita no mês passado em Nova York, pelos Srs George Weltner e Jerome Pickman, e nas principais cidades do mundo, pelos respectivos representantes da Paramount, recebeu aprovação unanime numa escala internacional. O fato de todos os filmes a ser produzidos e distribuídos pela Companhia pertenceram a categoria especial de super-produções, foi vivamente aclamado, não só pelos exibidores, como pela imprensa especializada; e a simples menção do nome das "estrêlas", "astros" e outras personalidades que aparecerão naqueles filmes, constituiu por si só uma emocionante notícia para os proprios funcionários da Paramount, que terão a responsabilidade de fazer com que esses filmes circulem por tôda parte, de maneira a proporcionar entretenimento salutar ao maior número possível dos milhões de espectadores de cinema.

Uma das produções máximas mencionadas naquela divulgação--"Bonequinha de Luxo"-- está sendo recebida com entusiasmo sem paralelo onde quer que seja apresentada. Em Londres, por exemplo, bateu todos os recordes estabelecidos nos 35 anos da História do Cinema Plaza; e os cronistas estão dizendo que nada existe de igual a



RIO DE JANEIRO - Notables at the recent buffet supper and screening of "It Started In Naples" at the United States Embassy here under the auspices of the MPEA. L to R: Sr. Rogerio Marinho, director of the Brazilian newspaper, O Globo; Sr. Luis Severiano Ribeiro Jr., leading Brazilian exhibitor; Sr. Victor Boucas, industrialist and director of the Department of Tourism of the Brazilian Government.

performance de Audrey Hepburn. Em Nova York, no Radio City Music Hall, o filme já completou a sua vitoriosa carreira, e a mesma medida de sucesso vem se repetindo através de todo o continente norte-americano. Em outras partes do mundo, onde "Bonequinha de Luxo" foi exibida concomitantemente com a divulgação do novo Programa da Paramount, um expressivo e acentuado entusiasmo se tornou evidente.

Informações dos estúdios nos dão conta do estado de excitação de todos os que estão ligados ao novo trabalho de John Ford, "The Man who Shot Liberty Valance". Cada um dos artistas -- James Stewart, John Wayne, Vera Miles, Edmond O'Brien e Lee Marvin--, tem a seu cargo um maravilhoso desempenho, tudo indicando que o filme, na opinião dos fans do mundo inteiro, será certamente aclamado como um dos melhores de 1962.

Alguns instantâneos fotográficos da viagem do Sr. Weltner pela Europa são publicados nesta edição. E em todos êles aparecem rostos alegres e sorridentes, deixando transparecer uma real atmosfera de felicidade, o que bem traduz o entusiasmo dos paramounteses pelos planos para o futuro proximo.

A produção de David Susskind, "The Power and the Glory", feita não só para a televisão, como para a distribuição no estrangeiro como uma produção cinematográfica usual, foi televisionada em cadeia pela Columbia Broadcasting System, e praticamente vista por todos os possuidores de TV, nos Estados Unidos, na noite de 29 de outubro findo. Essa produção é estrelada por Sir Laurence Olivier, ator que está, de fato, magnífico em seu papel. É êle secundado por um elenco de talentosos artistas da Broadway, destacando-se dentre êles Julie Harris, George C Scott e Roddy McDowell.

Temos recebido notícias interessantes a respeito das exibições privadas da nova produção de Hal Wallis, "Feitiço Havaiano", feitas antes do lançamento regular do filme; e uma dessas notícias refere-se a uma exibição realizada em princípios deste mês, em Honolulu. Fotografias a ela referentes aparecem em outra pagina. O principal objetivo dessa exibição foi o de extender, em larga escala, os agradecimentos enviados a Hal Wallis, de maneira a abranger a todas as pessoas que cooperaram na confecção desse filme de Elvis Presley, no Havaí, há alguns meses atrás.

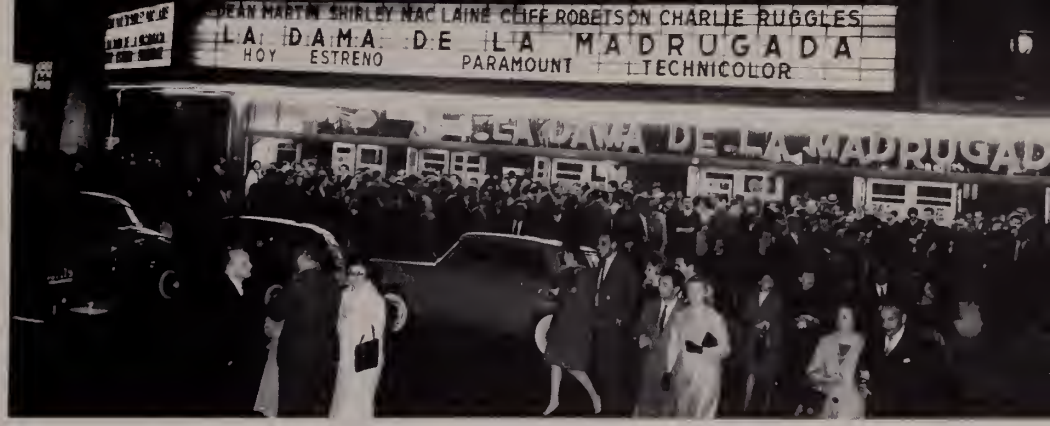


RIO DE JANEIRO - Paramount's powerful publicity drive on "It Started In Naples" (Somed it was reported here last month), has paid off handsomely. Above are some of the queues at the Bruni-Flamengo Theatre. Figures for the first 4 days topped the theatre's average weekly business by 40%, so that the full first week's business was a really whopping total.

Paramount general manager A. Stephen Clug says that on the basis of press raves and attendance crowds the picture will be one of the all-time-great-grossers for Brazil. Publicity campaign was keyed around the film's gaiety and the charms of Capri.

"Blood and Roses" was a remarkably fine prestige success in its gala premiere recently at the Imperio Theatre, Lisbon.

The critics loved the film; the opening night was completely sold out -- and the audience was entranced.



BUENOS AIRES - This is the exterior of the Metro Theatre, and the crowds are streaming away happily after having seen Shirley MacLaine in "La Dama de la Madrugada" (known otherwise as "All In A Night's Work"). A lot of elements brought this crowd to the Metro.....



....for instance, there was the city-wide use of these Shirley standees, towel-draped and quite beguiling. They were used by the hundreds. This one is in the Tea House Galeria Rodriguez Peña.

NEWS VIEWS OF FILM EVENTS THROUGHOUT LATIN AMERICA





SAN JOSE, Costa Rica - A "Psycho" poster, and a crowd to see the film at the Rex.



BOGOTA, Colombia - One of the smartest phases of El Cid's showmanship campaign on "Psycho" was the painting of the film's title on this particular building. Viewpoint of the camera taking this shot is the viewpoint of countless thousands who gaze at the celebrated Montserrate Monastery on Montserrate Hill. So one cannot see one without being conscious of the other.



Left
BOGOTA - Colombia manager Andres Sanz, at right, and his assistant, Misael Russi, in the lobby of the Cid Theatre, synchronize their watches on starting time of "Psycho" to make sure that admissions policy is strictly enforced.

BUENOS AIRES - Highly esteemed department store of Harrod's gave over this important window for showmanship display in behalf of "All In A Night's Work" at the Metro and Metropolitan Theatres.

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BELOW

LIMA, Peru - It was quite impossible to go to any place in this city and not be reminded of "La Dama De La Madrugada," or "All In A Night's Work." Everywhere that one went, there was Shirley MacLaine - or a reasonable facsimile thereof. As a result, both the Tacna and El Pacifico Theatres reported their audiences packed with Shirley MacLaine fans - and Paramount manager Lennart Bjorck was happy.



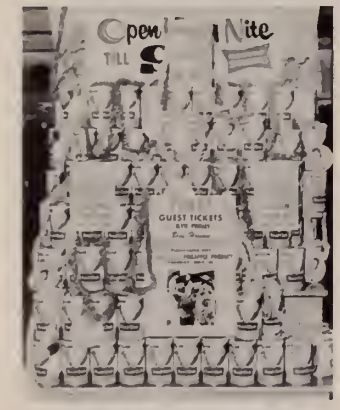


GERALDINE PAGE

If Tennessee Williams had never existed, Geraldine Page, who stars in his film version of "Summer and Smoke," wonders where her Broadway and Hollywood acting career might be.

Miss Page, who played in the revival of "Summer and Smoke" at Circle in the Square in 1952, has also starred in the summer circuit versions of "A Streetcar Named Desire" and "The Glass Menagerie" as well as the recent Broadway hit, "Sweet Bird of Youth."

"Tennessee is my guiding force," she claims. "I came out of complete obscurity in the theatre in 'Summer and Smoke' and the very next season went to Broadway, where I saw my name at last in marquee lights."



BOSTON - Effective "Blue Hawaii" tie-up with 9 Supreme supermarkets in Greater Boston. First 100 customers purchasing Food Club Pineapple Juice received guest tickets and leis to see the film at the Metropolitan Theatre. Additionally, 3,000 leis were given to juice purchasers, compliments of Elvis Presley.

The cruelest lies are often told in silence.
-Robert Louis Stevenson

"A WELL-STOCKED SANTA TAKES THE ROAD AGAIN"

This was the banner headline on the cover of November 1st Motion Picture Herald. Inside was a 2-page article, this time with the headline: "A Hardy Perennial Hits the Exhibition Trail Once Again."

It all referred to the superb showmanship campaign with which "White Christmas" has been re-released and has proven to be an ace revenue-maker for both exhibitor and distributor.

Three illustrations (all of which have appeared in Paramount World), one advertisement, and four columns of text comprised the Motion Picture Herald's feature.

CHARLOTTE NEWS (from Page 6)

its kind in this part of the South. The Carolina Theatre, Charlotte, N. C. will be completely remodeled into the Cinerama. The Carolina theatre was built in 1927 and is located downtown.

We are proud to have in our office the first lady of WOMPI - Mrs. Myrtle Parker, who is secretary to our Branch Manager, Lawrence Terrell. She is President of the Association of the Women of the Motion Picture Industry. Congratulations, Myrtle and best wishes for a good year of progress for WOMPI!

Good News! The operation was a success. That's what the doctor said today about the eye operation on Salesman Joe Cutrell's eye three weeks ago. It will be a few more weeks until Joe returns. His co-workers and exhibitors have missed him and thought of him constantly during his absence and look forward to his return.

Booker Yates Pryor is busy booking pictures after an absence of two weeks, having been hospitalized for surgery. We missed you, too, Yates.

Tommy Lambert's father is doing nicely after a serious back operation in Durham recently.

Eleanor Helms, booking stenographer, and her husband, Jerry, have moved into a new home in Clanton Park.

The November Luncheon of the Charlotte WOMPI Club will present a silent movie, W. C. Fields in "Hurry, Hurry", a comedy. The music for the film will be done by a former silent movie pianist, Mrs. Gertrude Pearce who played for the silents from 1906 to 1927 (21 years) when the talkies put her out of a job.

-Mildred Hoover



NEW YORK - This is the type of full-page advertising that the RCA-Victor L/P album on Hal Wallis' "Blue Hawaii" is receiving in the music trade publications. This ad was in the November 11th Billboard Music Week.

Gossip That's True

Not one of the four young actors - Frank Atienza, Jose De Varga, Ralph Henalie and Lani Kai - who play native beach boys in Hal Wallis' "Blue Hawaii," starring Elvis Presley, had ever been to Hawaii until they went there for filming of the Paramount musical comedy.....John Wayne's famous old battered hat, now virtually his trade mark, will not be seen in "The Man Who Shot Liberty Valance." The stetson, trampled, torn and worn through many Western fights and desert chases, has finally reached a point where it can no longer hold together. It is now reposing in Wayne's trophy room, while a new one is being made and properly aged to match it. The stars of "Liberty Valance" -- James Stewart, John Wayne, Vera Miles, Lee Marvin and Edmond O'Brien -- have been joined by a grand group of the great stars of yesterday. Eva Novak, Stuart Holmes, Dorothy Phillips, Gertrude Astor, Helen Gibson and Bill Henry are some of those that John Ford signed for appearances in his production.. And by the way, Mr. Ford calls his picture an "intimate Western," thus creating a new category to describe his important production.



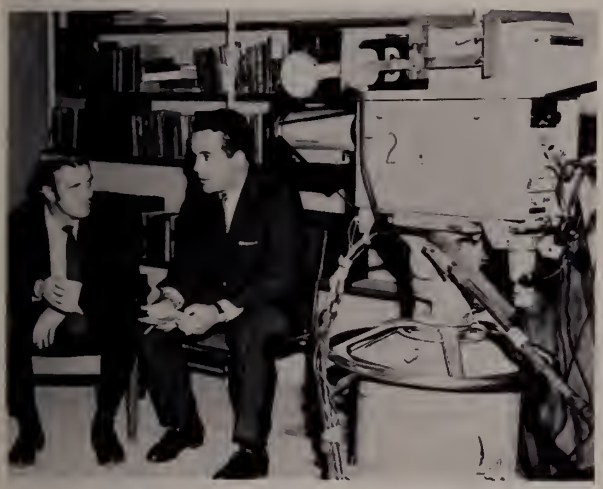
JOHN WAYNE

Martin Rackin, head of Paramount production, is back in the studio from his European journey undertaken in the company of Vice president George Weltner. In England he had joined producer Hugh French in a series of meetings with Sir Winston Churchill on Paramount's forthcoming filming of "The Churchill Story." And again the great elder statesman had said: "I only wish Errol Flynn were alive so he could play my part."

Ted Taylor, who recently completed the screenplay on Alistair MacLean's "Night Without End," William Perlberg-George Seaton production, has taken leave from film production to revise a new novel scheduled for publication next year.

Now that "Summer and Smoke" has been released - and reviewed - the 'Oscar'-look in Hal Wallis' eyes (see Page 6) has grown even more intent.

PARAMOUNT EVENTS ON THE U.S.-CANADA FILM FRONT *******



TORONTO - George Peppard on his recent visit here in connection with the release of "Breakfast At Tiffany's," is shown being interviewed by Allan Walters of the "701" show. This is CBLT-TV's biggest television interview program. **********





CHICAGO - Close observation of this scene outside of the Esquire Theatre will reveal that there are two lines of people in the foreground. The nearer line is of patrons exiting from the Esquire after happily viewing "Breakfast At Tiffany's." The other line comprises the three-abreast queue of those waiting to enter the theatre.



DETROIT - Paramount star Stella Stevens was beguilingly in attendance at the recent 42nd Annual Convention of Allied Theatres of Michigan, Inc. She is shown above first with Marshall H. Fine, president of Allied. In the other picture she is with Milton H. London, at left, outgoing president of Allied, and Tom Duane, Paramount branch manager.



NEW YORK - Appointment of Warren G.Harris (above) to the newly-created publicity post of manager of creative services for Paramount Pictures, is announced by Martin Davis, director of advertising, publicity and exploitation.

In his new post, Harris will coordinate the creation and servicing of photographic and printed materials. He will also serve as Paramount's liaison with national consumer magazines and paperback book publishers.

Harris has been with Paramount for two years as trade press representative and news copy editor. He was previously on the editorial staff of Quigley Publications, New York.

BELOW

NEW YORK - Geraldine Page, co-star of "Summer and Smoke," made a guest appearance at the merchandising forum of Quigley Publications, where she was introduced by Martin Davis. She is shown here speaking with Martin Quigley,Jr., vice-president of Quigley Publications. At left is Joseph Friedman, executive assistant to Martin Davis.





NEW YORK - Cooperation with ASTA (The American Society of Travel Agents has resulted in this alluring poster for "Blue Hawaii" being placed for display with 1,500 travel agents in the United States. It is also being translated into several languages, and through Paramount International's publicity department is being channeled by Armand Cardea into important distribution spots overseas.

Re-releases really are for the bucks!

Recently the Martin and Lewis comedy, "Three Ring Circus" did a 2-weeks' engagement as a re-release at the Liberty Theatre,Colombo, Ceylon.

It grossed nearly twice as much as it did during the two weeks of its initial release.

ANNOUNCING THE PARAMOUNT 1962 PRODUCT PLANS TO THE INDUSTRY AND PRESS OF CONTINENTAL EUROPE



LISBON - Emilio Prister, Paramount manager for Portugal (at left) giving the company's product message to the Portuguese press on October 16th.

Other pictures relating to the European press meetings will be found elsewhere in this issue, principally on the language pages of the countries concerned.

Beginning with the Copenhagen announcement of James E. Perkins, Paramount International's president, on October 13, and repeating the same news in other capitals during the next 3 days, the facts of the 1962 Paramount product were given the most intensified dissemination of any such film news that Europe has seen in years.



TEL-AVIV, Israel - Manager Ladislav Koch, at left, has just handed news concerning the new product to some of the press members invited by him for the announcement. (The Paramount manager was later congratulated for being the dispenser of such good news). Shown L to R: Mr. Koch, Mrs. Greiff, critic of Jedioth Hayom; Mrs. Stein, critic of Jedioth Chadashoth; Mr. M. Alon, critic of Haboker; Mr.S.Shamgar, Chairman of Newspapermens' Association of Israel, and Critic of Jedioth Achronoth; Mr.J. Shrych, critic of Haaretz; and Mr. Z.Rav-Nof, critic of Davar.

Following a carefully prepared format, the announcement was made in Vienna, Helsinki, Frankfurt, Amsterdam, Tel-Aviv, Lisbon, Barcelona and Athens. In every case, a gratifying cascade of favorable publicity was the result, evidencing the skilled overall planning of general manager John B. Nathan and the physical development of the details by publicity director Guenter Schack and his able staff.

There seems no doubt whatsoever of the fact that the press and the exhibitors of Continental Europe are definitely aware of what Paramount has in store for them for 1962 and the years beyond.



HELSINKI - One of several groups assembled by manager Kurt Troupp to hear the momentous news. L to R: Mrs. Wathen, editor, Ajan-Savel; Mrs. Cay Idström, radio-tv companies; Mr.Erkki Melakoski, tv; Mr.R.Kaijanen, artist and designer; Miss Tytti Niiles, editor of Seura; Mr. Troupp; Mrs. Heli Lindgren, chief accountant; Mr.O.Virtamo, head booker; Mr.J.Kohonen, Suomi-Filmi Oy; Mrs.A.Himberg, Astor-Filmi Oy.





AMSTERDAM - An obviously pleased group of press representatives heard the Paramount news as announced here by manager Charles Wijsmuller, at the extreme right. Gerard Tollenaar, publicity manager, is second from left.

BARCELONA - Giving the news to Spain is general manager Frank Siter, at left: his audience, Sr. Ribas, Radio Espana; Sr. Menendez, Diario de Barcelona; Sr. Garcia, La Vanguardia; Sr. Malet, Hoja del Lunes; Sr. Abello, Cinemundo; and Jose Xaubet, sales manager.



LONDON - Famous couturier Hubert de Givenchy, who designed Audrey Hepburn's costumes for "Breakfast At Tiffany's," arriving at London Airport en route to attend the premiere of the film at the Plaza Theatre.



ROME - The film company making "The Pigeon That Took Rome" will long remember the wonderful, friendly party given early this month by producer-director Mel Shavelson (above) to celebrate the completion of location shooting here on the film. From all accounts, Mr. Shavelson was a gracious and bountiful host.

BELOW

HOLLYWOOD - Interesting glimpse of India's Prime Minister Nehru on the set of "The Pigeon That Took Rome," with Charlton Heston, Elsa Martinelli, Debbie Price and Marietto.





LONDON - Mr. F.E.Hutchinson, Paramount managing director, with Viscount Prestwood at the Plaza Theatre premiere of Audrey Hepburn's "Breakfast At Tiffany's."

INTERNATIONAL PERSONALITIES IN PARAMOUNT CINEMA EVENTS



PERTH, Australia - Quartette of prominent West Australian filmites co-honoring Jack Edwards, promoted to branch managership in Melbourne, and Vic Loffman, promoted from booker to sales representative for Western Australia. L to R: R.Elsegood, Goldfields Pictures; Cliff Searl, managing director, City Theatres; Vic Loffman; and W.R. Clemenger, managing director of Goldfields Pictures.



LONDON - Mr. and Mrs. Hugh Griffith at the Plaza Theatre premiere of "Breakfast At Tiffany's" last month. Mr. Griffith is co-starred with William Holden and Lilli Palmer in the William Perlberg-George Seaton production, "The Counterfeit Traitor."



LOS ANGELES - The glamorous Stella Stevens poses on the set of a current production with a copy of the October Paramount World, which features her on the cover, and has much news on inside pages concerning her meteoric work with Bobby Darin in John Cassavetes' "Too Late Blues."



NEW YORK - Geraldine Page, co-star, and Peter Glenville, director, of "Summer and Smoke" at the DeMille Theatre premiere of the Hal Wallis production.



LONDON - A most effective study of Audrey Hepburn and Bob Hope at the Plaza Theatre premiere of "Breakfast At Tiffany's" last month. Bob's presentation of Audrey from the stage of the Plaza will long be remembered for its warmth and sincerity.



LONDON - Paramount couples at the Plaza Theatre premiere of "Breakfast At Tiffany's." Mr. and Mrs. Peter Reed, at left, and Mr. and Mrs. Donald Peverett.



PARIS - Arrival at Orly Airport of Vice-president George Weltner and Continental general manager John B. Nathan from their business survey trip in other countries. L to R:Henri Michaud, assistant general manager for the Continent; Henri Klarsfeld, general manager for France and territories; Mr. Nathan; Mr. Weltner; Richard P. Edelstein, assistant to the general manager; Guenter Schack, publicity and advertising director for Continental Europe.

I DO NOT ATTACH much importance to America's bombs. I attach importance to her great vitality and integrity. The strength of America is deeper and more significant than her financial power.

Jawaharlal Nehru

NEW YORK NEWS ITEMS FROM FIFTEEN-O-ONE, BROADWAY*

The final act in Bill O'Connell's 40 years of matchless service as office manager was beautiful in its sincerity and simplicity. Bill wanted merely to walk away from his desk, but popular sentiment would not go quite that far. All day long, friends dropped by to say the things that perched on top of their hearts; and then as the evening sun dropped down in the sky, Arthur Israel, Irene Sullivan and Charlie Hickey showed up bearing gifts - a barometer set and a hefty 3-figure check representing the contributions of Bill's co-workers in all departments, and another check - a real beauty - representing the Company's expression of thanks for a selfless, wonderful service, tirelessly performed.

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And speaking of wonderful service, a salvo of toots for the compact unit of tireless toilers known as Paramount International publicity and advertising - and comprising Armand Cardea, Linda Salzberger, Edith Talcott, Lori Kantrowitz and Marguerite Bourdette. Linda,by the way, is just back from a marvelous Caribbean cruise. She is now definitely an authority on that colorful part of the world....And if you want to hear more reminiscences on an unforgettable journey, speak with the Tenth Floor's Tess Klausner about her recent European vacation in London, Paris, Switzerland and several Italian cities....Edna Corton is secretary to Milton Kirshenberg, Paramount International's treasurer, and her two trips to Europe and her deep interest in international finance are of immense help to her in her fascinating work. She lives in North Bergen, New Jersey but she crosses the Hudson as often as she can to attend to another great interest, the Broadway theatre.

Ottawa, Canada's capital, recently played host to Arthur J. Dunne, head of Bidding and National Sales, when he and several mambers of his family were there for a week. Arthur's daughter is there as an officer in NATO's naval forces....In the better-late-than-never dept. is a recording here of the pleasure Illona Weiss got from her June vacation in Bermuda... It's a first anniversary at Paramount for Irving Nadler and Herbert Kampe, both of the Contract dept. And both 'graduated' to Paramount from Warners. Irving was a recent visitor to California, where he met the Studio's Ed Schellhorn, who sent 'Hello' to all friends in the East....A warm welcome to Sheila Kobren, steno. in Contract - a Paramounteer since July. Her first job since high school, too....And one more 'Contract' note. Stephanie Weintraub, after 2½ years with the "Ten Commandments" unit, is now in the playdate dept.,recording domestic grosses.

Congratulations to the former Marlene Ellis who became Mrs. George Pekow on the evening of Saturday, October 7th.

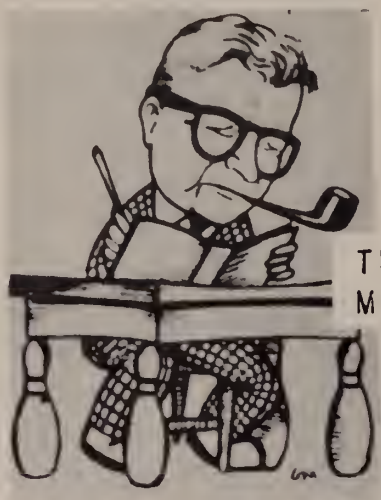
On International's tenth floor -- A welcome to Elena Dellarosa, billing clerk, who joined Paramount on October 16th.

Christmas Toy note

Charlie Hickey, manager of the Head Office mailroom, has received from Miss Michi Yasumura, director of the Children's Recreation Service of Bellevue Hospital, the traditional invitation for Paramount personnel to do their fine share in making the spirit of "eagerly-awaited Christmas" come truly true for the 300 under-privileged children in that great institution.

Mr. Hickey has also received copy of the Service's annual report thanking Paramounteers for their help just one Christmas ago.

There'll be other notices posted; but in the meantime get out those unused toys, feshen 'em up, and have them ready for the big collection in a couple of weeks!



Things Are BOWLING Merrily Along.....

At press time the STELLA STEVENS team held a slim half point margin over the defending champ ELVIS PRESLEY in the Paramount Pictures Club Bowling League. Two points off the pace was ROBERT CUMMINGS, with STEVE MCQUEEN another point in arrears. All the "good" teams are way back in the pack, six or more points behind as the 100% handicap continues to favor the so called "weaker" squads. Front-running STEVENS receives a handicap of 134 while last place BOBBY DARIN is gifted with only 30.

In the individual races, Marilyn Bettinger's 208 game and Charley Hickey's 244 are tops while Sara Sowers has 156 average and 506 series and McKeown 177 and 615 to hold their leads. During the month following noteworthy scores were chalked up: Sara Sowers 193-505, Helen Dumbra 180, Charley Hickey 202, Nick Hatgis 219-521, Tom Gianos 199-509, Ted Cole 203-504, Dennis Navle 210-550, Gino Campagnola 201 and Gil Sullivan 500.

-Bob McKeown

AUSTRALIAN AND NEW ZEALAND FILM EVENTS



PERTH - Industry-wide cocktail party honoring Jack Edwards on his promotion from managership here to the important branch managership in Melbourne, and Vic Loffman on his promotion from Perth booker to West Australian sales representative. L to R: A.Chester, A.C.E.Theatres; Vic Loffman; Jack Edwards; Film Weekly's W.Beecham; C.Spivey of the Piccadilly Theatre; J.Pye,A.C.E.'s managingdirector.



SYDNEY - Deeply interested in the company's upcoming product as announced as the recent meeting held under the auspices of Robert L. Graham, managing director, are, L to R: Russ Ayling, Radio 2SM; Rhonda Bigilow, Film Weekly executive, and Bill Beecham, editor of Film Weekly.....



....and of course Paramounteers also were interested in the new product. Here, L to R, are - James A. Sixsmith, secretary-treasurer; NSW salesman Jim Flannery; exhibitor Mrs. Joyce Dietrich of Wellington,NSW; and Paramount salesman Kal Bagnall.

RIGHT

PERTH - Jack Edwards,in centre, with the highly capable staff he leaveshere in charge of Paramount's operations. L to R: R.R. Hudson, cashier; Vic Loffman, sales representative; J.S.Polmear, booker; and R. W.Harrison, ad.sales and despatch.



"Trip to Hong Kong" Contest Highlight of All-Out "Suzie Wong" Bally in Brisbane

One of the many high spots of the all-out promotion campaign for Paramount's "The World of Suzie Wong" at the Wintergarden theatre, Brisbane, Australia, was a "Trip to Hong Kong" contest arranged by theatre manager Harry Greaves.

The contest, sponsored by the *Brisbane Telegraph*, the city's only evening newspaper, invited contestants to guess the correct value of the total prize--the trip to Hong Kong, hotel accommodations, spending money, fares from Brisbane to Sydney terminal, a three-month's pass to the Wintergarden, and a traveling case. To supply the guesswork, the value of all items with the exception of the three-months' pass and the traveling case were supplied to the participants.

The competition ran for two weeks with total entries exceeding 30,000. This was beyond all expectations of the newspaper and the theatre, with the latter more than gratified at receiving more than 100 inches of free space in the editorial columns.

Another contest was set up with the *Comet*, a suburban newspaper which circulates in the south area of Brisbane. This was a "Suzie Wong" film contest, in which entrants were asked to name the stars appearing in a published photo. The prizes included an autographed book, an LP album from the sound track, and theatre passes. This contest appeared in three issues of the publication with a total of 74 free inches of space resulting.

Other Campaign Facets

Details of other facets of Mr. Greaves' most comprehensive campaign for the film included the following:

The Winter Garden used slides on its screen to herald the playdate seven weeks in advance, with the theatre trailers started four weeks in advance, and the regular production trailer two weeks in advance.

For "super-attractions, approximately three times a year," writes the showman, "we completely revamp our normal standard mezzanine in front of house to create diversion and atmosphere." On the theatre evening, a special board was made up featuring a full showing and suitable bamboo around the edges in oriental atmosphere. Under the awning, just above the heads of the pedestrians, a large sign pointed to the lover--"The Home of Suzie Wong." Here again, bamboo framed this sign for atmosphere.

The foyer was decorated with two 24-sheets as background, with the remainder featuring bamboo strips and branches. Chinese lanterns specially imported for the occasion, and a quantity of festooning. This festooning was made up in plastic to resemble miniature Chinese lanterns. These, together with the other lanterns, were lit up day and night, for a sensational effect.



STREET BALLY The theatre's cabin boy masqueraded by dressing in exotic uniform and going about his routine messenger's duties in Brisbane to promote Paramount's "The World of Suzie Wong", at the Wintergarden theatre in that Australian city boy carried banner with appropriate copy on the film and playdate.

Also, incense was burned during the peak periods, and sound tracks from the RCA recording were played in the area during the day.

Four weeks in advance of opening, ticket sellers, ticket takers and usherettes were colorful lapel badges announcing the coming of the attraction. The theatre also obtained a special record from RCA which was used at every session to create the original atmosphere for the forthcoming film.

The theatre alerted the city's 10 main booksellers weeks in advance of playdate, so that they were able to stock up with copies of the book and cooperate with huge displays throughout their shops.

A special screening of "Suzie Wong" was held for all music shops and record bar department heads, which aided in getting attractive window displays in these stores. Also in attendance at the preview which was held at a special theatre hour for the occasion, were representatives of the press, TV, radio and cooperating merchants.

A very effective item was effected with Penneys, by far the largest chain store in Brisbane, which devoted full windows and doorways to their three block entrances to publicity for the attraction in the form of window inspos. One-sheets and specially made up 11x14 cards. The idea of this publicity in advance was to draw the attention of the public to their two special inside displays, the Chinese novelty sections, and also to their Chinese-style dress display on the first floor.

Another unusual item was that with Players, one of the city's most exclusive casual and sportswear stores, which made up a "Suzie Wong Look" frock, and also a tie-in unusual diamond, brought in a further style which was quite original and featured a "Suzie Wong" over-blouse and slacks. In celebration in full strength in the store, the theatre also displayed a showcase in its foyer, and Players gave the playdate extensive radio publicity.

Taking advantage of the fact that over-printed paper napkins had not been used in this area in many years, Mr. Greaves supplied a quantity of these with "Suzie Wong" title, theatre and playdate imprint, to not only the Chinese restaurants, but in other cafes in the heart of the city.

Street Ballyhoo

A street stunt that attracted a great deal of attention was handled by dressing up a junior in the office in a combo costume, together with hat, pagtail, etc., and having him wear this outfit as he carried on his messenger duties which took him throughout the city. He was suitably placarded with a card carrying pertinent playdate information.

Also, as an aid in selling the souvenir programs on the attraction, the theatre purchased a fashionable slit-skirt Chinese costume, and arranged for a very attractive model on a special date to sell the programs throughout the day and evening. The model also wore her hair in typical "Suzie Wong" style for further effect.

By a fortunate coincidence, the theatre found Brisbane's own Miss Kwan, a student at the Clayfield Kindergarten. She graciously assisted as hostess for many of the pre-murre events.

As a result of the special preview, the playdate received an enormous amount of free TV and radio attention in advance and during the playdate.

Ettelson Named To Fabian Post

Appointment of Adrian Ettelson as district manager of the upstate New York Fabian Theatres was announced by Edward L. Fabian, operating head of the theatre circuit. He succeeds Elias Schlenger, who has been promoted to the post of division manager of the Fabian Theatres in Pennsylvania and Virginia.

Mr Ettelson started his career 25 years ago with his father, who operated several theatres in New Jersey. After managing the Colonial and Allwood theatres in that state, he was appointed district manager of the Fabian Staten Island theatres.

The theatres under his supervision will be the Palace, Albany; Proctors, Troy; Proctors, Plaza and State, Schenectady; Colvers, Colvers, and the Mohawk, Saratoga and Riverview Drive-In theatres.

The above changes have been brought about by the forthcoming retirement (after the first of the year) of Louis R. Coldberg who has been Fabian Theatres general manager for the past 17 years.

Motion Picture Herald, the eminent Quigley publication, devoted almost a full page in its issue of October 25th to the all-comprehensive showmanship campaign of Harry Greaves for his presentation of "The World of Suzie Wong" at the Wintergarden Theatre, Brisbane.

This campaign embraced one phase of the national contest arranged in collaboration by Paramount Film Service and Cathay Pacific Airlines, whereby contest winners in each of the Australian states were transported to Hongkong for a week's vacation in the area depicted in "The World of Suzie Wong." This was one of the greatest feats of showmanship in Australian film history.

A prime feature of Mr. Greaves' campaign report above is the fact that it shows a full use of every facet of film showmanship.



SYDNEY - Three other eminent exhibitors who also were deeply interested in the news about the Paramount product they expect to be presenting in 1962. They are, L to R: Mel G. Lawton, executive director of the celebrated Prince Edward Theatre; Herc. McIntyre, director of the Prince Edward; and Horrie Nagel, chief film buyer for Greater Union Theatres.

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Bob Kent, managing director Robert L.Graham's staff driver, and Lois McGrath were married in Sydney on October 28th.

A few days earlier, Mr. Graham, on behalf of the staff, had presented the happy couple with a beautiful silver tray.

Our best wishes to the couple for a life filled with happiness.



This full page advertisement in The New York (Sunday) Times of October 29th invited millions of American television viewers to watch what proved to be one of the most compelling dramas viewed in any medium. And this same dynamic creation does not cease as an attraction with this televised exposure; as a motion picture film it will be released around the world (US and Canada excepted), by Paramount International.

THE POWER AND
THE GLORY
was
authored by
Graham Greene

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"THE POWER AND THE GLORY" IS TO BE A PARAMOUNT INTERNATIONAL S P E C I A L

It was of "The Power and The Glory" that Harriet Van Horne, the perceptive TV reviewer of the New York World-Telegram, said:

"For my part, this is the sort of film I should prefer to see in a moviehouse. It is beautiful, disturbing, demanding and occasionally painful. It belongs on a large screen in a darkened theater as surely as a symphony belongs in a concert hall. One must be alone with it....."

In distributing this production throughout the world, Paramount International is mindful of the fact that the New York Daily Mirror called it "one of the finest television productions ever to grace the video waves"; the Daily News called it "A drama of searing emotion, a relentless account of the hunting down of a priest..." and said that it is "a presentation marked by Sir Laurence Olivier's memorable performance"; and the New York Journal-American said that "in Laurence Olivier's role as the tragic priest it certainly had a fine, richly modulated powerful performance of a beautifully drawn role."

RIGHT

BARCELONA, Spain - Signing of the contract for "One-Eyed Jacks" to be the Christmas attraction at the Coliseum Theatre here. Importance of the Coliseum in Spain parallels that of the Radio City Music Hall in the U.S. The contract for "One-Eyed Jacks" is of a stature comparable to that of "The Ten Commandments."

With contract are, right, Sr. Pedro Balana, leading exhibitor and showman in this territory, and Henri Michaud, asst. general manager for Continental Europe, and in charge of distribution of "Jacks." Entire group, L to R: Sr. Jaime Tarrazon, General Manager of Balaña Enterprises; Pedro Balaña, Jr.; Mr. Michaud; Sr. Balaña; Frank A. Siter, general manager for Spain and supervisor for Middle East; José Xaubet, sales manager; Valentin Feixas, Barcelona branch manager.



NEWS CONTINUES UPBEAT IN THE CONTINENTAL DIVISION

George Weltner -- Linguist.

In reporting the visit of Vice-President George Weltner to Frankfurt, and his presentation of the new product to the German organization, Hugo Stramer, general manager in Germany, wrote:

"Mr. Weltner's presentation of the new product was most inspiring for everybody present....To most of our people and to myself it was a thrilling surprise to hear Mr. Weltner's command of the German language. I heard many express the wish that they could speak English as well as Mr. Weltner speaks German."

(Of course Mr. Weltner also speaks French and Italian with great fluency, and Spanish well-nigh perfectly).





ANTWERP - Eminent Belgian exhibitor Georges Heylen certainly gave his Metro Theatre a wonderfully effective front when he presented Jerry Lewis' "CinderFella." Yet this was customary, since M. Heylen is by nature of being one of the country's great and progressive showmen.



RIGHT

LISBON - Emilio Prister, Paramount manager for Portugal, announcing the company's product array for 1962 to the press of this city.



FRANKFURT - Some of the top members of the German Paramount organization on hand to meet Mr. George Weltner (second from right) on his arrival at Frankfurt Airport. Reading L to R: Julius Kalle, publicity director; Hugo Stramer, general manager; Artemijs Stabins, chief of administration; Mr. Weltner; Siegfried Kobosil, assistant sales manager.



MUNICH - Arrival at Munich Airport of Vice-president George Weltner and Continental general manager John B. Nathan. Show L to R: Mr. Prechtel, salesman; Munich branch manager Wilhelm Benninger; Mr. Nathan; Germany's general manager Hugo Stramer; Mr. Weltner; and Mr. Jarosch, salesman.

First Big Banzai! for "My Geisha".....

PERKINS
PARINTFILM NEWYORK
(from PARIS) JUST SCREENED "MY GEISHA" WHICH IS SO ABSOLUTELY MARVELOUS IT LEFT US PRACTICALLY SPEECHLESS. KLARSFELD EDELSTEIN SCHACK PRONT AND MYSELF ENTHRALLED FROM OPENING SCENE TILL END. PICTURE HAS EVERYTHING PLUS FOR EUROPEAN AUDIENCES AND AM THROWING WHOLE WEIGHT ENTIRE DIVISION BEHIND THIS ONE TO ENSURE ITS BEING ONE OF OUR GREATEST GROSSERS. WRITING REGARDS

NATHAN

NEWS OF THE DIVISIONS OF PARAMOUNT PICTURES CORPORATION.....AUTOMETRIC CORPORATION;DOT RECORDS; K.T.L.A.-PARAMOUNT TELEVISION PRODUCTIONS; TALENT ASSOCIATES-PARAMOUNT LTD.; FAMOUS MUSIC CORP.



CHASE WEBSTER

Chase Webster was born at the age of 22 when, in the spring of 1961, Gary Bruce, songwriter, used the name Chase Webster to record his own hit tune "Moody River." His explanation: "I thought it would be confusing to have my name appear as both the artist and the composer."

When that recording was made, on a small independent record label (Southern Sound), neither Webster nor his manager, Noel Ball, imagined it would catch the ears of Dot Records president and founder, Randy Wood; or that Pat Boone would re-record the song on the Dot label, thereby making it one of the year's biggest song hits.

It did not end there, however, Randy Wood was so impressed with Webster's talents as a singer and composer that he asked if the youngster was available to sign a contract with Dot Records.

In October of 1961, Chase Webster was launched world-wide as a recording star with his first Dot Records release: "Sweethearts in Heaven" b/w "Could This Be Magic."

KTLA HIGHLY COMMENDED

Edmund G. Brown, Governor of California, Samuel Yorty, Mayor of Los Angeles, the Los Angeles Board of Supervisors, and the Los Angeles City Council joined the press and public of Southern California in praising television station KTLA for its tireless on-the-spot coverage of the worst fire in the history of Los Angeles.

Governor Brown called station manager S. L. Adler to congratulate him for the station's outstanding example of television journalism and to notify him that an official letter of commendation was on its way.

Mayor Yorty, in a letter dated November 7, stated "Station KTLA and its entire staff are to be commended for the unparalleled coverage. The coverage constitutes a public service of the highest order, deserving the highest praise."



November 13, 1961 50 Cen

BILLBOARD MUSIC WEEK

Radio-TV Programming • Coin Machine Operating

DOT RECORDS SHOOTS FOR ALL-TIME GROSS IN 1961

Many Top Radio Outlets Moving Toward Moderate Music, News

WERE, WMCA, WCBS, KALL, WFIL and WNEB All Modify Formats, Soft-Pedaling Top 40, R.&R. Sounds

Tangle Over Cast Albums

ARTHUR ROSETT NAMED BMW EUROPEAN CHIEF

U. S. Reps Mull Internat'l Copyri't Protect'n Treaty

TELLING ALL

RIAA Widens Di: Trade Info Drive

Paid Circulation This Issue 21,232

Dot Records, a wholly-owned Paramoun subsidiary, was front-page news in Billboard Music Week, issue of November 13th It is interesting to note from this news story that by the end of October last,Do had already passed the company's 1960 figure for the entire year.



HOLLYWOOD - In addition to visiting the sets where Paramount's theatrical films were being made, India's Prime Minister Nehru also visited some of the sets of Paramount Television Productions' activities. At left he is on the set of "The Outlaws," a filmed television production. L to R: Don Collier, Slim Pickens, Prime Minister Nehru, Mrs. Indira Gandhi, the Prime Minister's daughter, Rodd Redwing.

"PSYCHO" AND "SUZIE WONG" ARE STILL THRILLING MILLIONS.....



BOGOTA, Colombia - Three queues for "Psycho" at the El Cid Cinema here. The two queues in the centre (one originating in the street, the other from the left-hand side of the theatre) extend to the two box-offices. The line at right comprises persons who already have tickets, but who must await the ending of the screening already in progress. Even at this, Paramount's Andrés Sanz, manager for Colombia, advises that the camera still didn't cover all of the three queues completely.



BOGOTA - Loud-speaker truck which traversed the entire city area for 4 days in advance of the opening of "Psycho."



ASUNCION, Paraguay - Opening day was a mighty crowded day when "Psycho" came to Juan Biederman's Gran Splendid Cinema here. And the same excitement continued for the two crowded weeks of the Hitchcock thriller's run. Fine showmanship displays around the cinema also contributed to the film's success.

Taipei's All-Time Top

Taiwan manager Andrew T. Fan in his weekly business report to Far East Division manager S.A.Henriksen, advises that THE WORLD OF SUZIE WONG at the New China Theatre played 42 days to 200,277 admissions. As a result, SUZIE WONG becomes all-time-record-grosser in Taipei for 35 mm pictures of all countries.



CAIRO - So important was the advent of "The World of Suzie Wong" to the Radio Cinema that this huge display board appeared in the theatre's lobby five weeks before the picture opened. And of course "Suzie" was a huge hit.



RIO DE JANEIRO - Janet Leigh, co-star of Alfred Hitchcock's "Psycho," is presently in Brazil. According to Paramount's general manager, A. Stephen Clug, she has been instrumental in gaining a great deal of publicity for the film not only in Rio, but also in Belo Horizonte, which she also has visited, and which has yet to play "Psycho."

In the scene above, Janet is seeing Rio from the yacht of Antonio Sanchez Galdeano, famous Brazilian industrialist. Shown L to R: Jorge Guinle (famous society figure), Janet Leigh, Oswaldo Leite Rocha (Paramount publicity director), and A. Stephen Clug.



BOGOTA, Colombia - Manager Andrès Sanz forwards this political cartoon by the country's most famous cartoonist, Velezefe, to show the extent to which the title of "Psycho" has penetrated into the language and the thinking of the people. Cartoon appeared in "El Tiempo" and refers to the forthcoming election in which a new president of the nation will be elected.

The wife is berating her husband, telling him that this is the end. He is so calm and undisturbed - perhaps he is thinking of being a candidate for the presidency.

NOTE: Proper Spanish spelling of the word is "Psicosis." However, many have dropped the 'P' - and common usage has made the word 'Sicosis.'



BANGKOK, Thailand --- Day and night shots of the exterior of the lavish Paramount Theatre during the enormously successful engagement of "The World of Suzie Wong."

TELEMETER VERY MUCH ON SHOWMANSHI
'QUI VIVE' IN ETOBICOKE, TORONTO



TORONTO - The Telemeterites of Etobicoke are getting a full measure of diversified entertainment on their metered screens these days. Above is cover of a brochure mailed to them and announcing 6 Best-Seller Specials to be seen during November and December.

The six, in order of presentation, are: "Ice Palace," "Island In the Sun," "Green Mansions," "Where the Hot Wind Blows," "Butterfield 8," "Rally Round the Flag, Boys."

WASHINGTON - International Telemeter Company has applied to the F.C.C. for a new experimental TV station on UHF Channel 83 in Los Angeles.

VARIETY
Wednesday, November 8, 1961

Sports Lure Big In Toronto Test

Paramount execs were elated this week over results of an outside survey showing an "A" performance at the boxoffice on the part of this film company's International Telemeter run in Etobicoke, Toronto suburb, with sports as the programming.

Canadian Facts Ltd., one of Canada's topnotch market research organizations, reported that on Oct. 29, a total of 35% of the Telemeter audience paid $2 per home to see the otherwise-blacked-out football game between the Toronto Argonauts and the Montreal Alouettes, which was played in Toronto.

In contrast, 33% of the Telemeter subscribers tuned in for free on the four other pigskin contests available, all involving United States teams and emanating from the States. Particularly impressive to Par, as owner of Telemeter, is that the Telemeter buyers obviously had their choice of games and 35% were willing to pay $2 for the local set-to rather than paying nothing for Cleveland vs. St. Louis, New York vs. San Diego, Chicago vs. Philadelphia or San Francisco vs. Pittsburgh.

Further, the Telemeter paid programs, including the football game and motion pictures on two other Telemeter channels, picked up 47% of the potential audience which had pay or free tv to choose from.

Telemeter states also that the Toronto-N. Y. hockey game on the evening of Oct. 29 drew 29% more subscribers than the football game.

YOUR COMMUNITY HOUR
ON TELEMETER • CHANNEL 5C

SUNDAY AT 1 P.M. STARTING OCT. 1
Bill Wolker and Doug Maxwell co-emcee o new controversiol series discussing everything from sports to unemployment on
COMMENT & CONVICTION

MONDAY AT 6:25 (following ALL STAR NEWS)
The women's world both in and beyond the home... from child care to finance with helpful hints on homemaking weekly on...
WOMEN'S WORLD
OCT. 2nd "ASSIGNMENT LUNCHBOX" "FASHION 61"
OCT. 9th "ITS ALL IN KNOWING HOW" "THE MAY FLOWER STORY"

WEDNESDAY AT 6:25 (following ALL STAR NEWS)
For the men (both young and old) an exciting series on science, sports careers, and just ploin fun, for
DAD AND I
OCT. 4th "BUILDING A HIGHWAY" "FORGING IN CLOSED DIES"
OCT. 11th "TO GOD AND MY COUNTRY" "RED LETTER DAYS"

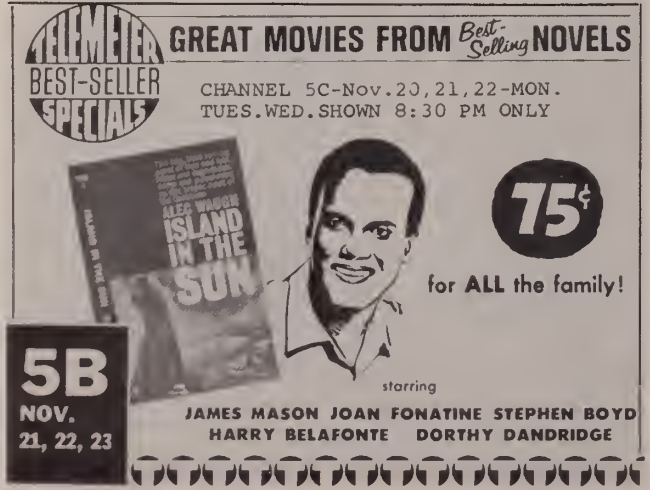
TUESDAY AND THURSDAY AT 6:15
ETOBICOKE RECREATION NEWS

Anthony Radio
TV & HI-FI SERVICE
BE. 1-5151

5C YOUR COMMUNITY HOUR

SUNDAYS AT 12.30 P.M. FATHER STONE
SUNDAYS AT 1.00 P.M. COMMENT AND CONVICTION
MONDAYS AT 6.25 P.M. (following ALL STAR NEWS) WOMEN'S WORLD
OCT. 16 HOW DO YOU STAND? CREDIT: MAN'S CONFIDENCE IN MAN
OCT. 23 TREASURES IN THE HOME PREPARING FORMULA
WEDNESDAYS AT 6.25 P.M. (following ALL STAR NEWS) FOR DAD AND I
OCT. 18 STAINLESS STEEL IN ARCHITECTURE THE TRANSISTOR
OCT. 25 CHIROPRACTIC STORY SPACE SCIENCE AND TIME
TUES. & THURS. at 6.15 P.M. ETOBICOKE RECREATION NEWS

Telemeter's Community Hour over Channel 5C has become increasingly i portant to Telemeter subscribers in Etobicoke, Toronto. Shown above are two examples of the telecasts over 5 These transmissions are of course fr of charge to the subscribers.



Section of a page of "Your Telemeter Guide" (November 12-25) illustrating the Telemeter Best Seller Special that was being offered at the time this issue of Paramount World was published. This same issue of "Your Telemeter Guide" also listed "White Christmas," which was a Telemeter offering for a full week over Etobicoke's 5B Channel.



"Waters of Bangkok".

Venice and Bangkok have much in common. Each has an infinite number and variety of structures of eye-filling beauty. Each is criss-crossed by canals of spectacular interest. Each is a city that lives on the water and by the water. Such is the spirit of "Waters of Bangkok," one of the most interesting short features in color that Paramount has ever distributed. See it soon, and plan to give it a widespread booking.



Here's another aspect of "Waters of Bangkok" - more evidence that the colorful Thai has vital dependence on water for man and for beast.

PARAMOUNT'S FINE SHORTS REALLY FILL THE BILL

Paramount short features continue to use the wide world as a canvas, and to receive in return, the admiration of the world. "Spring In Scandinavia" is a case in point, and in addition, it is reasonably certain that this lovely two-reeler will be on the receiving end of many votes when nominations for the Academy Awards receive their annual consideration within a month or so.

ALVIN'S SOLO FLIGHT was the Paramount short feature selected to share preview honours with "Breakfast At Tiffany's" at the Plaza Theatre, London.

The short drew many highly favourable comments from the highly critical London motion picture press.



"SPRING IN SCANDINAVIA" IS SHEER BEAUTY.....

One of the many sequences of outstanding beauty in the Paramount two-reeler, "Spring in Scandinavia," deals with the Milles Gardens, adorned with a number of the outstanding sculptures of Carl Milles. Above, in the Technicolored subject, is one corner of the Gardens showing works of the celebrated Swedish artist. Many of Carl Milles works are to be found in the United States, notably in Detroit and St.Louis. "Spring in Scandinavia" is already in U.S. release and is meeting with decidedly popular acceptance by both audiences and exhibitors.



Tributes to S t e l l a..

Following screening of John Cassavetes' "Too Late Blues" at the London Film Festival last month, some fine tributes to Stella Stevens' performance have been forthcoming from rather unusual sources.

THE NEW STATESMAN of London says: "Stella Stevens as Jess is superb."

THE LONDON TIMES reports of John Cassavetes that "he extracted faultless performances from almost all his cast, particularly from the heroine, Miss Stella Stevens..."



DÜSSELDORF - Vice-president George Weltner and John B. Nathan, general manager for Continental Europe, were warmly welcomed by the Paramount staff on their visit here. Shown left to right: Mr. Hugo Stramer, general manager for Germany; Mr. Hansen; Mrs. Carola Werners, branch manager; Mr. Hübner; Mr.Nathan, Mrs. Nathan; Mr. Freyer and Mr. Weltner.

The world cannot live at peace without the United Nations. For this reason: it creates a reasonable guarantee that all this change in the world, these tremendous political and economic developments, can be channelized,kept orderly. The United Nations is a mold that keeps the hot metal from spilling over

Dag Hammarskjold



DUSSELDORF - A most interesting display board used here in connection with the release of "One-Eyed Jacks." Scenes from the film highlighted the production's dramatic indidents - but left the outcomes open to the on-looker's imagination. The Marlon Brando film was presented with conspicuous success at the Thalia and the Fita Palast Theatres.

RIGHT

FRANKFURT - This huge and effective poster for "One-Eyed Jacks" is directly opposite a tram-station, and therefore is unescapable to those waiting for the cars.

Paramounts Produktionsankündigung für 1962 mit weltweitem Beifall aufgenommen

* * * * * * * * * * * * * * * * *

Die weltweite Ankündigung der Paramount über das Programm der Filmproduktionen für 1962, die letzten Monat von den Herren George Weltner und Jerome Pickman in New York und von den Paramount-Generalvertretern in den einzelnen Ländern der Welt verlesen wurde, ist auf internationaler Ebene mit einstimmigem Beifall aufgenommen worden. Die Tatsache, daß alle Filme, die von der Gesellschaft hergestellt und verliehen werden, große und wichtige Filme sein werden, wurde in gleicher Weise von den Theaterbesitzern und der Presse begrüßt. Die Liste der Stars und anderer Persönlichkeiten, die in diesen Filmen zu sehen sein werden, bedeutete eine freudige Nachricht für das Paramount-Personal, das die Verantwortung dafür trägt, daß die Filme auf großer Basis verliehen werden,um Millionen von Kinogängern gute Unterhaltung zu bieten.

Einer der Spitzenfilme dieser Ankündigung - FRÜHSTÜCK BEI TIFFANY - ist bereits, überall wo er aufgeführt wurde, mit noch nie dagewesener Begeisterung aufgenommen worden. In London zum Beispiel hat er jeden Rekord in der 35-jährigen Geschichte des Plaza-Theatres gebrochen, und die britischen Fachblätter sagen aus, daß es für diesen Audrey Hepburn-Film einfach keinen Vergleich gibt. In der New Yorker Radio City Music Hall hat der Film seine außergewöhnlich erfolgreiche Erstaufführung fortgesetzt und nun genießt er auf dem gesamten amerikanischen Kontinent den gleichen uneingeschränkten Erfolg. In anderen Teilen der Welt, wo der Film im Zusammenhang mit der Produktionsankündigung der Paramount vorgeführt wurde, erweckte er überall die gleichen Begeisterungsstürme.



Aus den Studios hörten wir von der erregenden Atmosphäre, die die John Ford-Produktion THE MAN WHO SHOT LIBERTY VALANCE verbreitet. Jeder der Stars - James Stewart, John Wayne, Vera Miles, Edmond O'Brien und Lee Marvin - überzeugt in seiner Rolle und der ganze Film wird die Fans überall in der Welt zwei Stunden lang in höchste Spannung versetzen. Hier handelt es sich bestimmt um einen der außergewöhnlichsten Filme des Jahres 1962.

Einige Fotos - Streiflichter von der Informationsreise unseres Vize-Präsidenten George Weltner nach Europa - sind in dieser Ausgabe veröffentlicht. Auf diesen Fotos sieht man überall lächelnde Gesichter. Sie spiegeln die fröhliche Atmosphäre und den Enthusiasmus des Paramount-Personals im Hinblick auf die nahe Zukunft wider.

Die David Susskind-Produktion DIE KRAFT UND DIE HERRLICHKEIT, die sowohl für das Fernsehen, als auch für den ausländischen Filmverleih als regelrechter Spielfilm hergestellt wurde, ist am Sonntagabend, dem 29. Oktober, als Fernsehfilm durch Columbia Broadcasting System überall in den Vereinigten Staaten übertragen worden. Star dieses Filmes ist Sir Laurence Olivier, der wieder einmal ein brillantes Beispiel seiner Darstellungskunst gibt. Er wird dabei von einem sehr talentierten Stab von Broadway-Schauspielern und Schauspielerinnen unterstützt, unter ihnen Julie Harris, George D. Scott und Roddy McDowell.



When Shirley MacLaine looks like that, and Yves Montand winks - something is really cooking. And you'll see what it is when "My Geisha" comes your way.

Wir haben zahlreiche interessante Neuigkeiten über die verschiedenen Vorschauen der Hal Wallis-Produktion BLAUES HAWAII gebracht, die vor der eigentlichen Premiere des Filmes stattgefunden haben, aber die interessanteste dieser Art wahr wohl die Vorschau Anfang des Monats in Honolulu. Aufnahmen dieses Ereignisses sehen Sie an anderer Stelle. Mit dieser Filmvorführung wollte Hal Wallis vor allen Dingen allen denjenigen seinen Dank aussprechen die ihn so tatkräftig bei seinen Dreharbeiten in Hawaii unterstützt haben.

PLENTY OF GLOW IN THE NEW YORK PREMIERE OF "SUMMER AND SMOKE"





Barney Balaban, president of Paramount, on behalf of Hal Wallis and Joseph Hazen, presents Helen Menken, president of the American Theatre Wing, with a check for the Wing's scholarship fund.



Attending the premiere were Mr. and Mrs. George Weltner. Mr. Weltner is Paramount Pictures vice-president in charge of world sales.

BELOW

James E. Perkins, Paramount International president, and Mrs. Perkins.



Co-star Geraldine Page and director Peter Glenville welcome Lillian Gish.



Mr. Balaban shown arriving at the DeMille Theatre with Mrs. Balaban.

RIGHT

Co-star Geraldine Page, Mr. and Mrs. Paul Newman (Joan Woodward), and the film's director, Peter Glenville.







Mr. and Mrs. Joseph Hazen flank the talented Pamela Tiffin who makes a shining debut in "Summer and Smoke."

All photographs on this page by ED SULLIVAN.

RCA-Victor Records has released two special recordings of the music from Hal Wallis' "Summer and Smoke."

One is a single record of the film's theme done by Peter Nero and his Orchestra. The other is a soundtrack album of the original background score by Elmer Bernstein.

Famous Music Corp., through its field staff, will work closely with Paramount Pictures in the national promotion and merchandising of the highly dramatic film.



It is a great pleasure to see Andy Devine on the Paramount screen again. Here he is as he appears with James Stewart, John Wayne, Vera Miles,Edmond O'Brien and Lee Marvin in John Ford's production of "The Man Who Shot Liberty Valance."



Sal Mineo (in front) and Yul Brynner struggle through a Middle Eastern crowd making their "Escape From Zahrain."

Belgian message



This is the attractive cover of the fine and impressive Paramount publication issued regularly by Julian Binstock's ace publicity force in Brussels to keep the Belgian and Flemish exhibitors thoroughly informed on the industry's best product.



Centre-spread of the Belgian publication carried this forceful and highly attractive spread of some of the stellar performers to be seen in the upcoming Paramount attractions.

PARAMOUNT'S PRODUCTIE AANKONDIGING VOOR 1962 OVER DE GEHELE WERELD MET INSTEMMING ONTVANGEN

* * * * * * * * * * * * *

Onze gelijktijdig over de gehele wereld aangekondigde productie plannen voor 1962, welke afgelopen maand in New York bekend gemaakt werden door de Heren George Weltner en Jerome Pickman en in verschillende belangrijke centra in de wereld door de plaatselijke managers in die landen, zijn overal met grote belangstelling ontvangen. Het feit dat alle films, welke door de maatschappij vervaardigd en gedistribueerd zullen worden, producties van uitzonderlijke grootte en belangrijkheid zijn, werd zowel door de exploitanten als door de pers met gejuich begroet; en de lijst van sterren en andere bekende figuren, die in deze films te zien zullen zijn, was opwindend nieuws voor al het Paramount personeel, wiens verantwoordelijkheid het zal zijn, dat de films in zoveel mogelijk theaters in roulatie zullen komen, opdat dit rijke assortiment van amusement aan het grootst mogelijke aantal miljoenen bioscoopbezoekers gebracht zal worden.

Een van de top films van die aankondiging - "Breakfast at Tiffany's" - is reeds met een ongeëvenaard enthousiasme ontvangen overal waar deze werd uitgebracht. In Londen bijvoorbeeld heeft het alle records in het 35-jarig bestaan van het Plaza Theater gebroken, en de Engelse vakbladen vermeldden dat de vertolking van Audrey Hepburn in deze film een unicum is. In New York's Radio City Music Hall heeft de film thans zijn uitzonderlijk succesvolle engagement beëindigd, en geniet thans dezelfde mate van succes over het gehele Noord Amerikaanse continent. In andere delen van de wereld, waar de film vertoond werd in verband met Paramount's productie aankondiging, werd overal hetzelfde enthousiasme waargenomen.

Er komen berichten uit de studio, die vertellen van de blijdschap van allen, die betrokken zijn bij de vervaardiging van John Ford's productie "The Man who shot Liberty Valance". Ieder van de sterren -- James Stewart, John Wayne, Vera Miles, Edmond O'Brien en Lee Marvin -- geeft een prachtige vertolking, en de gehele film zal aan miljoenen filmfans over de gehele wereld twee uur van ongekende spanning bezorgen. Dit wordt zeker een van de grootste films voor 1962.

In dit nummer plaatsen wij enige foto's ter illustratie van het verslag van de Europese reis van Vice President George Weltner. De foto's tonen allemaal vrolijke gezichten en een gelukkige stemming, en alles wijst o het enthousiasme van het Paramount personee over de vooruitzichten in de nabije toekoms

De David Susskind productie van "The Power and the Glory", welke vervaardigd werd zowe voor televisie als voor buitenlandse filmdistributie als een normale film, werd op Zondagavond, 29 October, via de Columbia Broadcasting System over de gehele Ver.Staten op de beeldbuis gebracht. Hoofdrolspele is Sir Laurence Olivier, die hierin een bri jante vertolking geeft. Hij wordt bijgestaa door een zeer talentvolle cast van Broadway toneelspelers en speelsters, waarvan wij oa noemen Julie Harris, George D.Scott en Roddy McDowell.

Wij hebben reeds veel interessant nieuws gebracht over de verschillende voor-vertoning en van de Hal Wallis productie "Blue Hawaii vooruitlopend op de eigenlijke release van de film, maar wij zijn van mening, dat de meest interessante van deze voorvertoningen is geweest die, welke in het begin van deze maand in Honolulu werd gehouden. Foto's van deze gebeurtenis vindt U elders in dit nummer. Hoofddoel van de vertoning was om namens Hal Wallis op grote schaal iedereen te bedanken, die enige maanden geleden behulpzaam is geweest bij de totstandkoming van deze Elvis Presley film in Hawaii.

S H O W MANSHIP



CHICAGO - Field representative Henry Ehrlich and Cushman Agency rep. Herb Baum worked a timely tie-up between the B/G Restaurant chain and "Breakfast at Tiffany's" at the Esquire Theatre. Breakfast guests received envelopes, some of which contained 2 tickets to the Audrey Hepburn film. Also a "Hepburn look-alike"(Barbara Dunbre) toured the restaurants as extra added 'color'. Above, Miss Dunbre with Richard Frank, Paramount branch and regional manager.

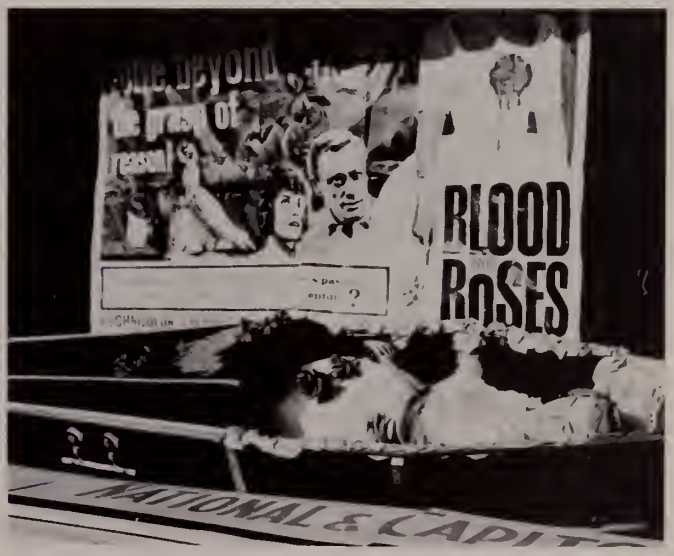


LONDON - A natural tie-up with "On the Double" here was with Crosse & Blackwell "Double"soups. This imposing foyer display was given in advance of the playing of the Danny Kaye comedy at the ABC Theatre, Elephant and Castle.

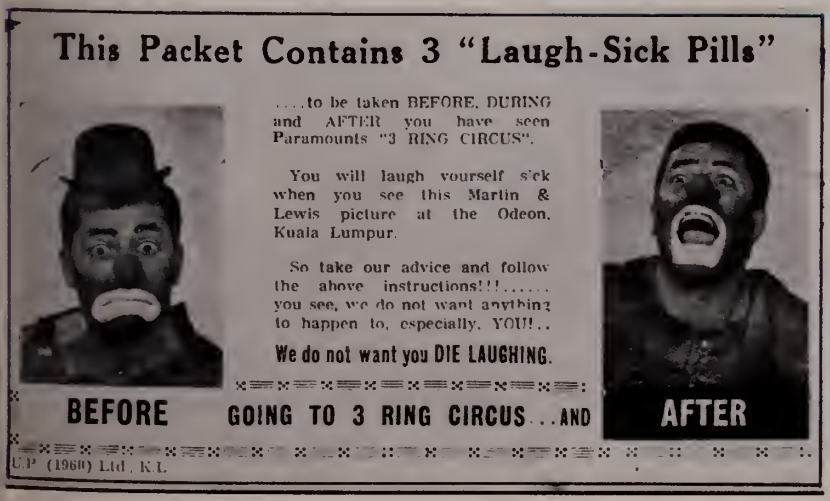




DETROIT, Michigan - One of the smartest, most unusual and most-talked-about pieces of showmanship in years was the recent "Breakfast At Wright Kay," suggested by "Breakfast At Tiffany's." The Wright Kay advertisement is at left, and the scene inside the eminent jewelry store is shown above. Note from the ad. that those attending were guests for coffee and crumpets, after which they were given complimentary tickets for an 11 a.m. showing of "Breakfast At Tiffany's" at the Madison Theatre (where the gay film has since played with such conspicuous success). Showmanship stunt got wide publicity and is very repeatable.



RICHMOND, Virginia - Highly controversial, but also particularly effective, was this macabre display in a shop window next door to the National Theatre showing "Blood and Roses." Manager Charles Hulbert of the National also had his theatre, along with the Capitol, participate in the "Ghoul Or Girl" contest, distributing 5,000 heralds announcing same. Showing of film covered Friday the 13th of October, so the National ran midnight 'Horror Show,' for which the theatre received wonderful cooperation from Richmond's disc jockeys.



KUALA LUMPUR, Malaya - The always good 'gimmick' of "Laugh-Sick Pills" was put to excellent use when the Martin and Lewis "Three Ring Circus" played the Odeon here recently. The harmless 'pills' constituted one phase of the fine showmanship campaign executed by Cathay's director of publicity, Chu Chi Wang, in liaison with Paramount's manager in Singapore, Roy McAree.



MANCHESTER, England - The young lady's 'economy size' handbag tells the world that "I'm Holly Golightly. Meet me at the ABC Deansgate in Breakfast At Tiffany's." We do not know the young lady's real name, but do know that she is a member of the sales staff from the ABC, that she's a fine look-alike for Audrey Hepburn, and that in her peregrinations around Manchester she did a swell job of selling "Breakfast At Tiffany's." (Note in the background, two rows of the Penguin paperback of the Truman Capote novel).



ERIE, Pennsylvania - This sleigh-borne Santa Claus in the lobby of the Warner Theatre handed out candy kisses in cellophane envelopes to each patron the week before "White Christmas" opened there. Envelope also contained a slip urging the patron to get more kisses at the G.C.Murphy Company, and to be sure to see "White Christmas."

(Manager of the Warner Theatre is Henry Rastetter).

Fine Goodwill Showing of "White Christmas"

On Saturday, October 14th, a very special showing of "White Christmas" was held at the Esquire Theatre in Chicago. Organized by field representative Henry Ehrlich in cooperation with the Chicago Daily News, the presentation of the Bing Crosby-Danny Kaye musical film was for teachers and student press representatives of all parochial, public high and local colleges and vocational schools. Navy personnel from Great Lakes Hospital were also invited.



Shown here are: Father Banahan, director of Radio-TV for the Chicago Archdiocese; Sisters Superior from St. Mel Convent High School, St. Mary of the Lake High School, and Resurrection High School; and Henry Ehrlich.



Here are members of the Navy group looking over "White Christmas" literature in advance of the screening.

Sam Lesner, popular motion picture critic of the Chicago Daily News, was master of ceremonies for the screening, which attracted a capacity opinion-making audience to the popular Esquire Theatre.



HOLLYWOOD - Close shot of the beguiling advertisement on the parking-lot side of the Chinese Theatre prepared in advance of last month's highly successful premiere of "Breakfast at Tiffany's."



Romy Schneider and Karl Boehm bring to the screen in Paramount's "Forever My Love," one of the tenderest and most glorious romances seen in many a long year.



SCHENECTADY, N.Y. This magnificent float depicting Santa's workshop was created in Albany and has been in constant use throughout this area in the interests of the 'splash' release of "White Christmas." The re-release of this all-time favorite has been enormously successful at the box-office, and both the film and the float above have won prime space in important newspapers. At left in the scene above is Seymour Morris, representative of the public relations firm handling the film's showmanship in this area. (Others were not identified).

Tokyo Loves "Tiffany's"

First word on the triumphant premiere of "Breakfast at Tiffany's" at the Scalaza Theatre in Tokyo was contained in the following cable from Far East division manager S. A. Henriksen to James E. Perkins, Paramount International president:

"TIFFANY'S OPENED SCALAZA TOKYO SATURDAY NOVEMBER 4. PUBLIC AND PRESS REACTION EXCELLENT. SATURDAY-SUNDAY RECEIPTS REPRESENT BEST WEEKEND FIGURES ANY PARAMOUNT PICTURE THIS THEATRE.



TOKYO - Here is the reason why the cables to New York are telling of the terrific success of "Breakfast At Tiffany's" at the Scala Za. Here's the head of the line at the theatre's box-office....Now follow it.....



.....on down the street past one of Tokyo's magnificent new office buildings.....on and on.....



.....past the establishment of Air-India.....on and on out of the range of our camera. That's how good "Breakfast at Tiffany's" is in Tokyo. And general manager Metori and his ace Paramounteers are ever so happy. Especially since the pictures were taken at 11 O'clock in the morning.

全世界で好評を博した パ社六十二年度の作品発表

先月ニューヨークではジョージ・ウェルトナー及びジェローム・ピックマン両氏により、その他世界の主要中心地ではパ社の各地域代表によって一九六二年のパラマウント映画製作計画についての同時発表が行われたが、これは全世界に例外なく非常な好評を博した。パ社によつて製作され、配給される作品がすべて大作の規模と重要性を持つたものであることが興行界及び業界紙の何れからも歓迎された。一方これ等作品に出演するスターのラインアップは斯うした豊かな娯楽作品を数百、数千万の映画ファンに届けるためその配給に全力をあげる責任を持つパ社のすべての人々にとってはスリルに充ちたニュースであった。

「ティファニーで朝食を」ヒット

今後の発表の主要作品の一つ、「ティファニーで朝食を」は既に封切された各地で非常な好評を博している。例えばロンドンではこの映画はプラーザ劇場の三十五年の歴史を通じて最高の記録を樹立、イギリスの業界紙は筆を揃えてオードリー・ヘプバーンの比類なき演技を賞讃している。ニューヨークのラジオシティ・ミュージックホールでは大好評の中に興行を終った。同じような成功はアメリカ全土で記録され、その他パ社の作品発表に関してこの映画の試写が行われた世界各地で何れも大きな好評を博した。

期待を集める「リバティ・バランスを射つた男」

撮影所便りによるとジョン・フォードの作品「リバティ・バランスを射つた男」の製作に関係している人々はこの映画の素晴しさをひとしく伝えている。スター、ジェームス・スチュアート、ジョン・ウェインベラ・マイルズ、エドモンド・オブライエン、リー・マービン等は何れも勝れた演技をみせ、この作品は全世界の映画ファンに対して、楽しい二時間の娯楽を提供する筈で一九六二年度の大作の一つになるであろう

ウェルトナー副社長の欧洲訪問

本誌ではジョージ・ウェルトナー副社長の欧州訪問の模様を写真で紹介した。送られて来た写真はすべて嬉しい顔と楽しい雰囲気を伝え、これからの作品に対するパ社々員の大きな期待を証明している。

「力と栄光」テレビ放送

テレビと海外での配給のために製作された劇映画デービッド・サスキンド作品「力と栄光」は十二月二十九日（日曜日）夜全米でコロンビア放送網を通じてテレビ放送された。主演のサー・ローレンス・オリビエは勝れた演技を示し、有能なブロードウエイの舞台男女優ジュリー・ハリス、ジョージ・D・スコット、ロディ・マクドウエル等が共演している。

「ブルー・ハワイ」ホノルルで試写会

ハル・ウオリスの「ブルー・ハワイ」は正式公開に先立って各種の試写会が行われ本誌でもその模様を採録したが、その中で最も興味深かったのは今月初旬ホノルルで行われた試写会であった。当日の模様は写真で本誌に紹介されたが、この試写会の主な目的はハワイで行われたこのエルビス・プレスリー主演映画の撮影に多大の協力を惜しまなかったすべての人々に対してハル・ウオリス氏が感謝の意を表すためであった。

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Other Meetings With Producers....

In addition to the meetings shown on Page Four, the New York showmanship executives and the agency representatives met with other active producers working on the Paramount lot.

A conference on "My Geisha" with Steve Parker and his wife, Shirley MacLaine, produced a fine agenda of activities scheduled before the release of the fine, made-in-Japan comedy romance with music.

Then there was a completely activated strategy meeting with Jerry Lewis on the subject of releasing "The Errand Boy" with the accent on Hoop-la.

Another meeting was held with producer Henry Blanke and Don Siegel relating to plans for "Hell Is For Heroes," a powerful piece of Paramount realism.

And there were important discussions on the handling of the exciting "Escape From Zahrain."

A fine agenda of practical creativeness indeed - and congratulations to the national director of advertising, publicity and exploitation!



LONDON - The top popular British publication "Tit-Bits" enjoyed Audrey Hepburn's performance in "Breakfast At Tiffany's" to the extent of giving her the Award of the Month (November), which also named the film as Film of the Month. "Tit-Bits" has a circulation of 3,923,000 copies per issue.

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"H A T A R I !", previewed at Stamford, Connecticut, on November 16th, is excitement-plus. As thrilling entertainment, it is without precedent in Paramount production history. Start laying your plans for this truly great film right now.

派拉蒙一九六二年新片陣容
獲得全世界各地擁護

上個月由佐治・魏德納 George Weltner 與哲羅米・畢克門 Jerome Pickman 在紐約與全世界各地的派拉蒙分公司代表同時宣佈的「一九六二年派拉蒙新片陣容」獲得普遍的極大讚揚，事實上派拉蒙所拍的影片都爲大片與佳作，適合戲院與新聞界的興趣，明星與編導等的陣容，均使所有派拉蒙人員感到興奮，他們將負責把這些新片儘量貢獻給千千萬萬的影迷。

所有巨片，其中之一——Breakfast at Tiffany's在任何各地發行時已收到無可比擬的愛戴，譬如在倫敦，它打破了巴喇沙戲院三十五年來的每個賣座紀錄，英國的電影業報章上宣稱任何一部柯德莉・夏萍 Audrey Heburn 所主演的影片都不能與這部的賣座相提並論，在紐約的雷電華城音樂廳大戲院中，此片也已完成它的光榮放映紀錄，這種成績在整個北美洲都如此，至於在世界其他地區，當此片在宣佈派拉蒙新片陣容同時試映，亦獲得同樣的愛戴。

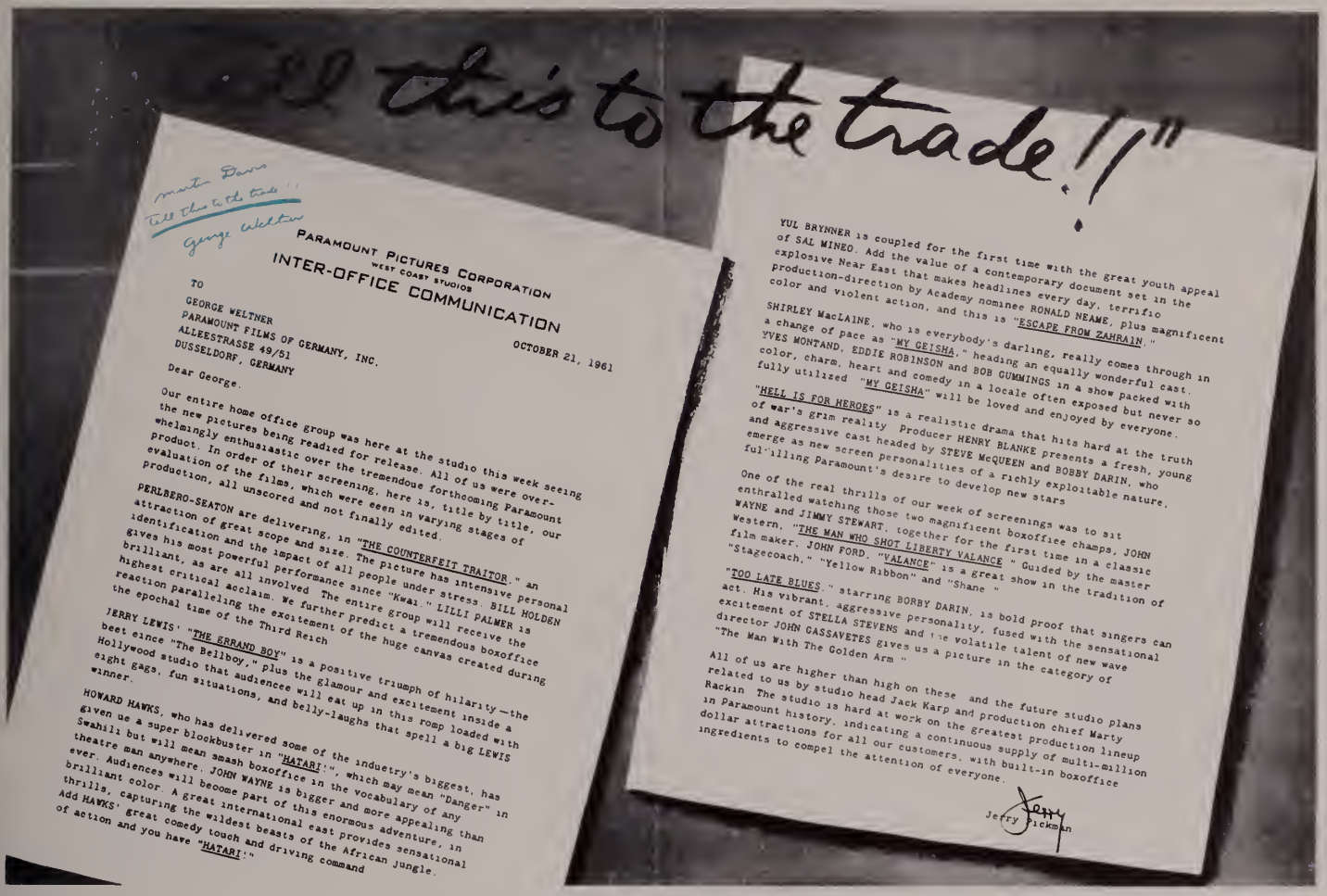
從片場傳來關於尊・福 John Ford 製片導演新片 The Man Who Shot Liberty Valance 的消息，此片由占絲・史超域 James Stewart，尊・榮 John Wayne 維拉・美露士 Vera Miles 愛門・奧白連 Edmond O'Brien 李・馬雲 Lee Marvin 合演，每一個演員都有極佳的演出，全片長二小時，充滿刺激，配合全世界影迷的口胃，一定將是一九六二年特出的巨片之一。

副總裁佐治・魏德納歐洲考察業務之行的圖片在本期中也有刊載，在這些圖片中可以看出大家喜悅的氣氛，因爲都對派拉蒙將來的新片陣容充滿高興。

大衛・薩斯耿（David Susskind）製片的 The Power and the Glory 將供給電視與海外戲院放映，在美國將由CBS在十月廿九日（星期日）晚上作全國性的廣播，此片由羅蘭士・奧里化 Sir Laurance Olivier主演，他的演技精彩，配角也是著名舞台明星，萊莉・海莉絲 Julie Harris，佐治・史谷 George D. Scott 與羅第・麥道華 Roddy Mc Dowell。

我們已經刊過不少關於海爾・華力斯（Hal Wallis）的新片 Blue Hawaii 試映的消息，但我們覺得最感興趣的是這個月初在火奴魯魯的試映，他們的圖片我們刊在另頁。舉辦這次試映的主要目的是代表華力斯向曾爲這部皮禮士利 Elvis Presley 新片數月前在夏威夷攝製時的工作人員表示謝意。

"Tell It to the Trade!"



The above letter was sent to Vice-President George Weltner in Europe following a promotion and sales visit to the Studio by Jerome Pickman, Martin Davis and several of the latter's aides.

On the sets, on the stages, and on the studio's projection room screen they saw the product that inspired Mr. Pickman's letter.

In turn, the receipt of this letter in Germany by Mr. Weltner inspired the penciled notation which promptly transferred the news to a trade paper advertisement which has since reached an industry always avid for such news.

Here is direct, practical liaison between the events pictured on Page 4, and the people of the film industry --- the exhibitors, the press, the sales force and, eventually, that priceless ingredient known as the picturegoer.

Here is thoroughly desirable film information dissemination, done up in compact, believable form, and understandable world-wide.

Accompanying the message were Mr. Weltner's congratulations to Mr. Davis on an inspiring series of fruitful meetings.★★★★★★★★★★★★★★★★★★

"The Pigeon That Took Rome," starring Charlton Heston and Elsa Martinelli, is the final title of Melville Shavelson's Llenroc production formerly called "The Easter Dinner." Harry Guardino, Baccaloni, the opera star, and Italian child actor, Marietto, are also starred in the comedy, which is being filmed in Rome.



Yoko Tani wasn't like this in "The Savage Innocents." But she is like it in "My Geisha" - which also co-stars Shirley MacLaine, Yves Montand, Edward G. Robinson and Robert Cummings." It was filmed in Japan in the most beautiful color you were ever dazzled by.



NEW YORK - Shown attending the premiere of the Hal Wallis production, "Summer and Smoke" at the DeMille Theatre, are Mr. and Mrs. Jerome Pickman. Mr. Pickman is general sales manager and vice-president of Paramount Film Distributing Corp.

L'ANNUNZIO DELLA PRODUZIONE PARAMOUNT 1962 ACCOLTO CON ENTUSIASMO GENERALE

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L'annunzio dato contemporaneamente a tutte le parti del mondo da Mr. Weltner e Mr. Pickman da New York, e dai capi delle diverse divisioni ai singoli territori locali, circa la produzione Paramount 1962 ha destato dappertutto enorme entusiasmo. La notizia che tanto le pellicole già pronte per la distribuzione che quelle di prossima lavorazione sono tutte grandi e importanti è stata accolta molto favorevolmente dagli Esercenti e dalla stampa, mentre il personale Paramount a cui incombe il compito di distribuire al mondo il nostro prodotto per il diletto di milioni e milioni di pubblico ha letto con immensa gioia la magnifica lista d'interpreti di queste pellicole.

Uno dei film principali compresi nell'annunzio in questione - COLAZIONE A TIFFANY - sta intanto riscuotendo un plauso senza precedenti dovunque esso esca. A Londra, per esempio, ha più che battuto qualsiasi record in 35 anni di storia del famoso Plaza, e la stampa cinematografica non ha esitato a dichiarare che nessun film ha mai avuto tanto successo. Al Music Hall di New York questo lavoro ha terminato in questi giorni la sua splendida programmazione e gli stessi magnifici risultati si stanno ottenendo man mano in tutto il continente nord americano. In altre parti del mondo, altrettanto entusiasmo per questa preziosa pellicola hanno dimostrato tutti coloro che hanno già avuto il piacere di visionarla contemporaneamente all'annunzio di che trattasi.

Dal nostro Studio apprendiamo d'altro canto che la lavorazione del film di John Ford, THE MAN WHO SHOT LIBERTY VALANCE, sta procedendo a meraviglia. Tutti gli interpreti, ossia James Stewart, John Wayne, Vera Miles, Edmond O'Brien e Lee Marvin, non potrebbero essere più splendidi nelle loro parti, sicchè possiamo

Further word on the Rome premiere of "Breakfast at Tiffany's" in Rome is contained in the following cable received by Mr. J.E. Perkins in New York from Continental general manager John B. Nathan in Paris:

DELIGHTED PILADE LEVI'S NEWS ON TIFFANY OPENING. RED CROSS DONATION PROCEEDS TO AVIATORS' FAMILIES NOT ONLY WONDERFULLY HUMANE BUT SHOULD RESULT IN COMMENDATION EVERYWHERE. WE CABLING ALL OUR OFFICES AND INSTRUCTING NICCOLI RUSH PHOTOS DIRECT TO EUROPEAN DIVISION.

star sicuri che verrà fuori un bellissimo lavoro di quelli che piacciono a tutti. Infatti questo film sarà uno dei pezzi forti del 1962.

In questo numero troverete qualche fotografia presa in occasione del giro d'ispezione fatto recentemente in Europa da Mr. Weltner. Sia i visi che l'atmosfera di queste fotografie riflettono un certo buon umore che evidentemente conferma l'entusiasmo che regna nell'ambiente Paramount per i programmi dell'immediato futuro.

Il film THE POWER AND THE GLORY prodotto da David Susskind per la televisione americana nonchè per distribuzione cinematografica all'estero sarà uno regolare pellicola a lungo metraggio è uscito in televisione in tutti gli Stati Uniti Domenica sera 29 ottobre. E' un lavoro interpretato da Sir Laurence Olivier in maniera assolutamente insuperabile. A suo fianco egli ha un gruppo di ottimi attori e attrici di Broadway tra cui sono da notarsi Julie Harris, George D. Scott e Roddy McDowell.

Abbiamo già avuto occasione di mettervi al corrente delle varie anteprime che si sono tenute per BLUE HAWAII, ma riteniamo che la più interessante sia quella che ha avuto luogo a Honolulu ai primi di questo mese. Come rileverete da alcune illustrazioni che pubblichiamo in questo numero, scopo precipuo di tale visione speciale è stato quello di poter estendere su vasta scala da parte di Hal Wallis i più vivi ringraziamenti a tutti coloro che hanno prestato il loro valido aiuto quando questo film di Elvis Presley è stato girato sul posto pochi mesi or sono.

PREMIERE NEWS BY CABLE

ROMAN HOLIDAY ATMOSPHERE PREVAILS AT "BREAKFAST AT TIFFANY'S" PREMIERE

Last night's charity gala "Tiffany's" at Fiammetta exceptionally successful. Hepburn and Ferrer attended the beautiful performance. Lobby decorated as a Tiffany display very effective. Great press, photographers and newsreel coverage. U.S. Ambassador Reinhardt attended with top names of Roman aristocracy. Hepburn and Ferrer delighted with evening. All present loved picture and applauded Hepburn's performance. Red Cross donated receipts to families of Italian aviators killed in Congo. Expect considerable publicity results. - Levi



PARIS - "One-Eyed Jacks" has become synonymous, abroad, with queues stretching almost from 'here to eternity.' Here's one at Le Paramount, the entrance to the theatre being at extreme left, and going on to the Opera House, at right. Huge sign, showing names of three theatres where the picture is showing in dubbed version, and one where it is shown in original version, with French superimposed titles, was placed in position two months before the film premiered.

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"O-E JACKS" IS ROLLING UP THE INTERNATIONAL 'JACK' - TO THE DELIGHT OF ALL EXHIBITORS

The international stature of "One-Eyed Jacks" continues to grow swiftly, and mightily. The news takes some keeping up with and we expect to be running an "O-EJ" page an issue for a long while to come.

So just don't read our news of the picture - send us some news of your own!



KIRCALDY, Scotland - Marlon Brando's "One-Eyed Jacks" seems to be turning this Scottish group into "Dead-Eye Dicks,"acoording to the data on this "quick-on-the-draw" contest from the A.B.C.Minors Club of the Regal Theatre here. The theatre manager, D. C. Adams (at left) smartly saw to it in photographing the group that "One-Eyed Jacks" was indicated as a forthcoming attraction for the parents of the children participating.

"A Turning Point in the Evolution of the Western....."

This is the substance of the reactions of the two leading literary weeklies of France in reviewing "One-Eyed Jacks." Highspots of the reviews follow:

ARTS (October 11th)

....With "One-Eyed Jacks," Marlon Brando has not only made a masterpiece, he has also created a completely new type of Western..... the real aim of this unusual Western is to destroy the conventional Western.....

CANDIDE (October 12th)

....This week in Paris, the "Western" receives an ovation! "One-Eyed Jacks" marks a turning point in the evolution of the Western. It is a contemporary film, meaning that the psychology of "Rio" (Brando) is more that of today's American than of the (historic) Man of the West.....



PARIS - The vast fleet of newspaper delivery trucks that penetrate to every corner of this vast city, plugged "One-Eyed Jacks" far and wide.



SAPPORO, Japan - Mt. Moiwa here has a thrilling rope railway that annually attracts hundreds of thousands of hardy tourists. During the run,many of them wish they were back on earth again, So Paramount's publicists in Sapporo devised this paper fan so that when the tourists got back to terra firma, they would know where to go and what to see. 10,000 of these "One-Eyed Jacks" fans were distributed.

A RECORD IN ROME

"JACKS" NOW STAMPEDING ROME AND BREAKING OPENING DAY RECORD HUGE 2,000-SEATER ADRIANO. SUNDAY RECEIPTS MISSED RECORD BECAUSE REDUCED NUMBER OF SHOWS DUE LENGTH OF PICTURE. AUDIENCE AND PRESS REACTION EXCELLENT.

MICHAUD

In comparative terms, receipts for first three days were fifty percent above average house business for an entire week.

Cairo, too..

Henri Michaud relays from Paris the report from Donald Hunter, general manager for Egypt, that "One-Eyed Jacks, which opened at the Radio Theatre, Cairo, on Nov.6, provided the biggest opening day the theatre has ever had (excepting only "Psycho").

PLENTY OF NEWSPAPER ATTENTION FOR "SUMMER AND SMOKE"



During the week prior to its premiere in New York City, "Summer and Smoke" dominated the advertising pages of The New York Times. This was the advertisement of the DeMille Theatre on Sunday, November 12th.



This full-page ad. in The New York Times gave indication of the interest that Macy's department store had in Hal Wallis' production of "Summer and Smoke."

Paramount WORLD
Vol. 7, No. 12 December, 1961



London's Eros Favours Stella

Shirley In London.....



A very appealing picture of Shirley MacLaine as she arrived at London Airport en route to meet the British press and to lend her charming presence to the release promotion of "My Geisha."



MADRID - Earlier on her trip, while in this city, Shirley MacLaine had visited the famous night club, El Corral de la Moreria, to see the flamenco dances and had warmly congratulated the famous flamenco dancer and gipsy, Maria Albaicin, shown here with her.

OUR COVER shows Stella Stevens beside the celebrated statue of Eros in London's Piccadilly Circus. The glowing story of Stella's personal triump in London and Paris begins on the page opposite.

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Volume 7, Number 12 December, 1961 ALBERT DEANE, Editor

We are bringing 1 9 6 1 to a conclusion in a fashion which augurs well for upcoming 1 9 6 2. In this final quarter of the year we have seen notable successes scored by "Breakfast At Tiffany's" and "Blue Hawaii." We have seen a demonstration of alert showmanship displayed in the spontaneous production of the timely "Hey, Let's Twist!" and its miraculously speedy distribution throughout the world. We have seen a commendable rebirth of the always rewarding practice of personal appearance of stars on an international basis, as exemplified by the fine work of Stella Stevens and Shirley MacLaine. And we have seen a great and mouting interest by exhibitors and public alike in what Paramount has in store for 1962.

We shall commence highlighting the latter next month, when we give forth news concerning the Howard Hawks production, "Hatari!" which will be proof conclusive that here is one of the greatest Paramount box-office attractions of all time. There will also be news on the world-wide acceptance of "Hey, Let's Twist!" and news about other great Paramount attractions already completed and ready to be released right after New Year's Day.



MONTAND DUBS MONTAND

In the New York studio of Titra, Yves Montand records in French the dialogue he had earlier recorded in English in Tokyo and Hollywood for "My Geisha." He is shown at left actually recording his voice in synchrony with the action in the background involving him and Edward G.Robinson. At the right, Montand is shown with Isy Pront, extreme right, and Frank La Grande. Mr. Pront is Paramount dubbing director in Europe, and regarded as the world's pre-eminent exponent of lip synchronization. Mr. La Grande is Paramount's technical head in the East, his duties covering a multiplicity of laboratory, projection, exchange and print activities, to which have now been added supervision of several dubbing and editing projects now under way here.



São Paulo Really Tells 'Em

The palatial Ipiranga of São Paulo has probably the highest marquee of any cinema in the world. It has the advantage of being able to project titles like "Psycho" with the largest letters ever used beneath a marquee. Each letter of this title is close to twenty feet high. Not a person in São Paulo missed it.

STARDOM IS TOUGH WORK, BUT --

STELLA STEVENS LOVES LONDON AND PARIS, AND L & P LOVE STELLA S.

Twinkle, Twinkle, Stella Star,
Work you must to go afar;
Meet the B.B.C., the Press,
Keep your Smile Despite the Stress.

During her memorable visit to London, Stella Stevens rendered a service of public relations cooperation that was deeply reminiscent of film-star help in the early days of our industry. It was indicative of her ambition, and of her deep desire to be of assistance to the company that is aiding her to stardom.

We can best illustrate this by printing in its entirety the letter from Jack Upfold, Paramount director of public relations in London, to Ed Schellhorn in the Hollywood Studio:

Dear Ed:

This letter comes as a resume covering the wonderful week of work Stella Stevens has done for both "Too Late Blues" and Paramount, during her stay in this country.

From the moment she stepped off the 'plane last Sunday, virtually at the crack of dawn, nothing has been too much trouble for this girl, and all the way along the line it has been 100% co-operation.

Despite her dawn arrival, Stella made a quick start on Sunday by taking a trip down Petticoat Lane, the world-renowned market place. This could come under the heading "relaxation" as we did not plan to work her at all on Sunday! As it has turned out, this was the only "time off" that she has had!

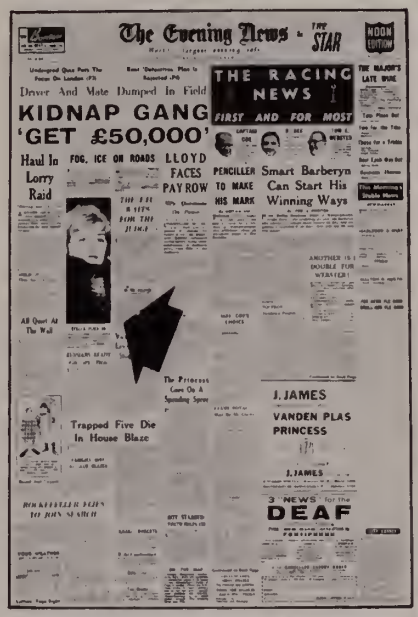
On Monday we held the press show of "Too Late Blues" at the Plaza, and then the leading critics went over to the Hungaria Restaurant to meet Stella, who had already done a big camera session there with the agency boys, etc. Believe me, seldom have I seen any star so charm the gentlemen of the press. She handled herself like a seasoned trouper in every way, and I think it is a long time since such intelligent conversation was heard at a reception!

Prior to meeting the press, Stella had travelled out to the London suburb of Maida Vale to

(Continued on Page 36)



The London press found Stella a fascinating new personality as they besieged her for news and views at the Hungaria Restaurant.



LONDON - Stella's arrival here 'made' the front page of The Evening News, a feat rarely performed by a visiting screen star.



LONDON - At the truck pull-up stop on Battersea Bridge, Stella asked for coffee, but tea was the best they could do --- and it still made Stella a big hit with the truck drivers.

Regarding the Paris visit of Stella Stevens, publicity and advertising director Guenter Schack wrote:

"We can only confirm every word which Jack Upfold has used in his report concerning the willingness to cooperate, her poise and the wonderful way in which she handled herself with the press."



Just for the fun of it, imagine facing the cameras of the press like this.....



....then turning at once and meeting the incisive and provocative questions of, among others, Freda Bruce Lockhart. of "Woman": Thomas Wiseman, Sunday Express; Fergus Cashin, Daily Sketch; Pauline Richardson, New Daily.....



....then standing up to meet the intriguing inquiries of Felix Barker, Evening News; Jock MacGregor, Motion Picture Exhibitor; and Molly Hobman, Westminster Press. Yet these were but three glimpses of one of the most intensive press sessions seen in London in years.

CATHAY'S CONTEST FOR "ON THE DOUBLE" MADE ALL OF SINGAPORE HAPPY

Singapore's celebrated Cathay is one of the world's foremost exponents of practical showmanship. Every picture shown there gets top treatment - but Danny Kaye's "On the Double" seems to have gotten double-top treatment in the 'impersonation' contest to which we have devoted this page. Here was a case where some patrons got even more than their money's worth.

Contest permitted impersonations of stars of any picture or period, and even of stars of the stage. Organization of the event was in the hands of manager Wee Eng Whatt, of the Cathay Cinema, with an assist from Roy McAree, Paramount manager for Malaya, who furnished us with pictures and contest details.



This performer 'mimed' Danny Kaye in synchrony with the words and music supplied by a Danny Kaye record.



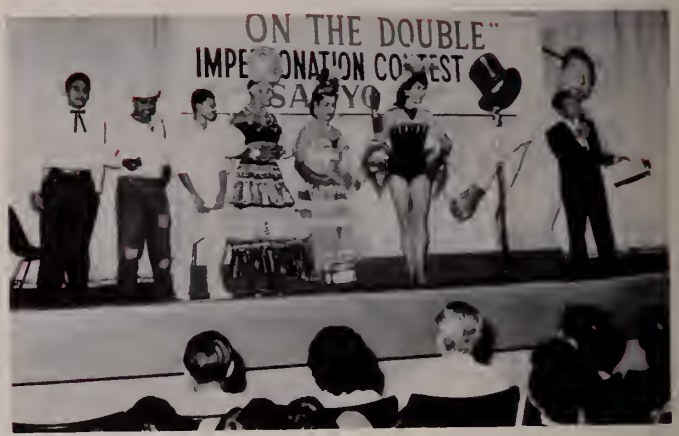
The winner of the contest. Her impersonation of the late Carmen Miranda was judged tops — excepting that 'her' is not correct. The performer was a male. So he is shown here with his prize.



This was the Second Prize winner. He impersonated 'Pepe.' His prize is being handed him by the Cathay's manager, Wee Eng Whatt.

BELOW

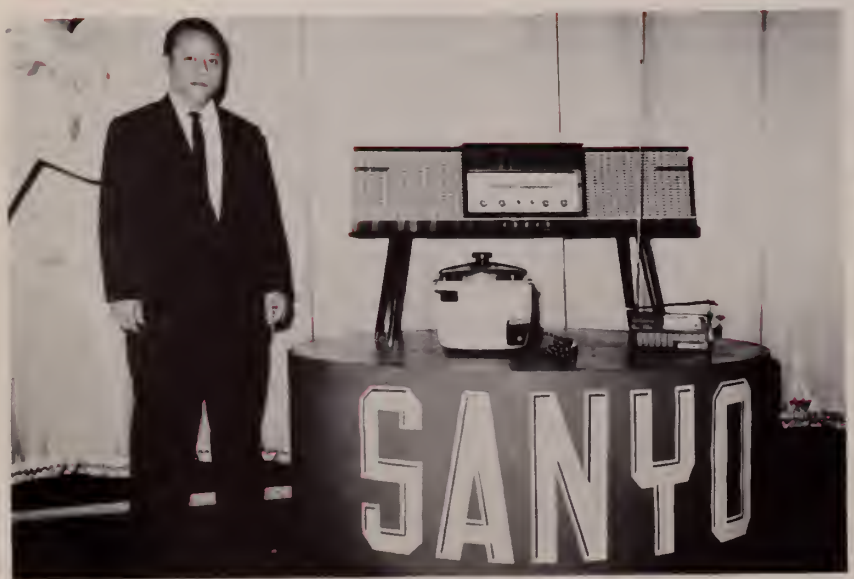
Manager Wee with the useful and valuable prizes presented by the eminent Sanyo Company.



Some of the contestants on the stage of the Cathay after they had performed and were awaiting the decision of the audience.

BELOW

A section of the Cathay's capacity audience, obviously having a good time. (Empty seat belonged to the photographer).





GLOWING GALA PREMIERE DEBUTS "BREAKFAST AT TIFFANY'S" IN ROME

A really glittering audience was on hand at the Fiammetta Theatre in Rome last month to pay personal tribute to Audrey Hepburn, and critical tribute to her glowing work in the internationally-popular "Breakfast At Tiffany's." Below are a few glimpses of the event, which was internationally reported by press,radio and TV.



A lovely picture of Audrey Hepburn with her husband, Mel Ferrer, completely surrounded by press photographers at the Fiammetta Theatre premiere of "Breakfast At Tiffany's."



The battery of press cameras that faced Audrey Hepburn and Mel Ferrer at the Fiammetta premiere. Audrey is indicated by arrow; her husband is to her left. Event was completely cover- by press, radio and television, and the audience's enthusiasm was exceedingly unanimous.



Mel and Audrey backgrounded by the Fiammetta lobby's glowing Tiffany display.



The star of "Breakfast At Tiffany's" and her husband (the latter partly hidden), are greeted at the premiere by Paramount's general manager, Pilade Levi, and Mrs. Levi.

Press coverage of this glittering premiere was flashed around the world, duplicating the success of the London Plaza's memorable event of a few weeks ago.



Some of the distinguished audience at the Fiammetta premiere. Front row, from left: Countess De Robilant,Mario Bandini (eminent Roman personality), Audrey and Mel Ferrer, Countess Rattazzi-Agnelli, Mrs. Chea Pallavicini, actor Michael Thor. Second row- third and fourth from left, Count and Countess Crespi: Count Pio Teodorani. Marquess Origo. Fourth row: third from left, U.S.Ambassador Frederick Reinhardt and Mrs. Reinhardt. Fourth row, second from left, Metropolitan Museum president Roland and Mrs. Redmond, Lady Barclay and Count Cigala Fulgosi of the Italian Foreign Affairs Ministry, Mrs. and U.S.Ambadsador James Dunn.

NEWS FROM THE U. S. SECTOR



DALLAS, Texas - A case of long-range announcing. This display for the December 22nd. premiere of "Summer and Smoke" went up in the lobby of the famed Esquire Theatre a full 5 weeks ahead of the actual opening.

Jerry Lewis loses no time between pictures. Having completed - and previewed - "The Errand Boy," he has begun work on "It's Only Money" — the search by the wealthiest family in the world for a long lost baby, lost 25 years ago.

It's a howl!



CHARLTON HESTON proves in "The Pigeon That Took Rome" that he is just as good at comedy as he was with his dramatic roles in "The Ten Commandments" and "The Greatest Show on Earth."

NEW YORK Alex Fodor wrote a comedy titled "Virgin King", which played at the Gold Theatre in Los Angeles. It received very excellent reviews. Good Luck, Alex, we hope your play turns out to be a smash hit.

The HEY LET'S TWIST party at the Peppermint Lounge was a huge success. Exhibitors who attended got into the swing of things and twisted with the Peppermint Loungers. Joey Dee and his Starlighters beat out their exciting rhythm and there wasn't a still foot in the place. The effect was tremendous. Our sales booking staffs are losing no time setting dates for this attraction.

We extend a hearty welcome to Susan Miller and Mary Dorrity, who joined our Accounting Department recently.

-Gene Newman

PHILADELPHIA Hey, Let's Twist!...Those three words took on a real meaning for Tony Lomonaco and his wife...Seems Tony and his spouse, Shirley, were at the Latin Casino during Jerry Lewis's personal appearance....during his act, Jerry invited Shirley on stage to teach him the "Twist"...needless to say, Mrs. Lomonaco has been on Cloud Nine since then.... To top the evening, Tony and Shirley were guests of Jerry backstage, spending some time alone with the star of "The Errand Boy"....Tony came away with a tremendous respect for Jerry's ability, not only as a performer, but one who is familiar with every facet of our business.

Salesman Harry Dressler on vacation in the sunny climate of Florida.

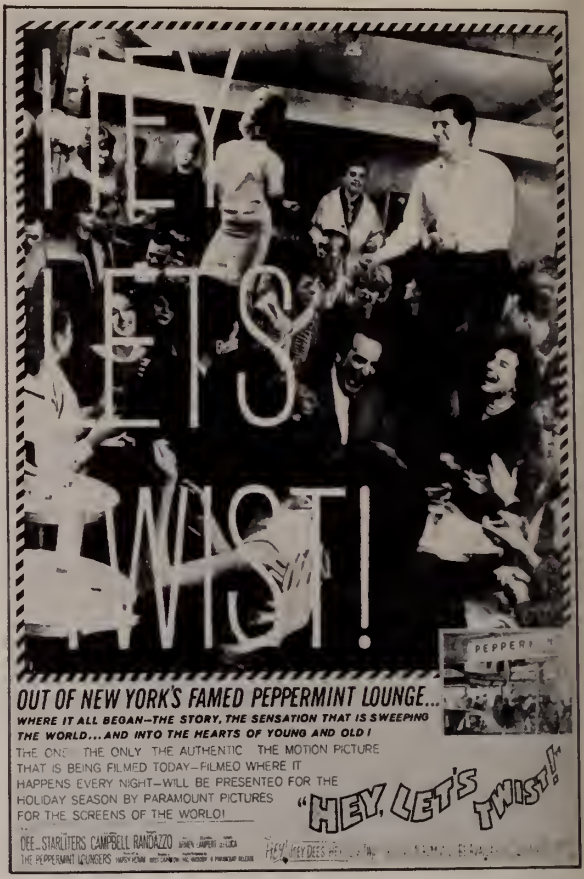
Branch is happy to welcome our new booker, Norman Falk...with Norman's background in the business, we feel he will be a definite asset to the branch.....All are anxious to find out the location of our new home.....Since our building has been sold, rumors are flying.

We're all happy over the performance of "Blue Hawaii" in the territory.....In every situation playing the picture over Thanksgiving, we were able to come up with extended runs..... "White Christmas" also lived up to our expectations.....giving a wonderful account of itself especially in the small towns.

-John Kane



NEW YORK - Present at Paramount's showmanship seminar on "Hey, Let's Twist!" in the Paramount Building. L to R: Jerome Pickman, general sales manager, Paramount Film Distributing Corp.; Sheldon Gunsberg, Walter Reade Theatres; Manny Frisch, Randforce Circuit; Barney Balaban, president, Paramount Pictures Corp.; Harry Romm, producer of "Hey, Let's Twist!"; Paul Raibourn, vice-president, Paramount Pictures Corp.; Martin Davis, national director, Paramount advertising, publicity and exploitation.



HEY, LET'S TWIST rated the importance of a full-page advertisement in the New York Times, December 1st.

Don't miss the demonstration of exhibitorial glee at "Hey, Let's Twist" shown on Page 40. When showmen are this happy, that's really something!



HONOLULU - Among the many valuable souvenirs that Hal Wallis took from here to the mainland was Governor Quinn's commendation for the service the producer had rendered to Hawaii. Roger Coryell, executive assistant to the governor, is shown presenting the citation. (The governor was unable to attend in person.)



LEFT Paramount president Barney Balaban with Joey Dee, star of "Hey, Let's Twist!"

RIGHT The Peppermint Lounge in West 45th Street, New York, where The Twist sprang to international fame, and which has a featured spot in the Paramount film.



PARAMOUNT 'SCOOPS' SHOW BUSINESS WITH FIRST 'TWIST' FEATURE..."HEY! LET'S TWIST!"

Completion of actual filming on Paramount's "Hey, Let's Twist!" was celebrated by a Broadway party at the Peppermint Lounge on the night of December 5th. Accommodation at the tiny night club was definitely restricted, so much so that tickets had been delivered to invitees by armed guards of the Brink's Armored Cars organization. Top Paramount executives joined with the stars of the production and columnists and columnar celebrities in toasting the showmanship film that came into being just about a month ago. Gaiety of the occasion augurs well for a bubbling success for the picture that Harry Romm and his organization made so swiftly for Paramount.



President Barney Balaban (3rd from left) and Mrs. Balaban, centre, were part of the party from start to finish. In foreground is Telemeter executive Jean Dalrymple.



HARRY ROMM, producer of "Hey, Let's Twist!" for Paramount release. Film was made in record time at the Pathe Studio in New York City.**********



LEFT
Stella Stevens, just back from London and Paris, gets the spirit of the Twist from the film's star, Joey Dee. Other stars are Jo-Ann Campbell, The Starliters and Teddy Randazzo.

Plenty of ad.-power was packed behind the announcing of "Hey, Let's Twist!" to the industry.... Here are four pages of the Motion Picture Daily of November 27th carrying the news of Paramount being 'First In the Field' with a "Twist" feature film.

Photos by ED SULLIVAN


MOTION PICTURE DAILY

Hey, Mr. Exhibitor!
SEE PAGES 3, 4 & 5—AND THIS PAGE—FOR THE MOST IMPORTANT AND EXCITING MONEY NEWS OF THIS OR ANY YEAR!

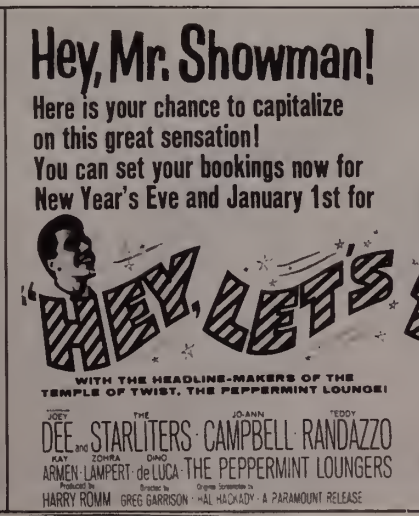
Canada Trade In Week-Long Annual Meets

Quigley Awards Winners Chosen

Para. to Have Original 'Twist' Picture Ready for Year-End Holidays

Expand Allied Meet Program

Hey, Mr. Showman! PARAMOUNT HAS IT! (See pages 3, 4 and 5—and this page)







The Cecil B. DeMille Page

"THE GREATEST SHOW ON EARTH" CONTINUES TO LIVE UP TO ITS MIGHTY TITLE ******



SINGAPORE - Here's just the impressive type of massive cut-out that Cecil B. DeMille's "The Greatest Show On Earth" is entitled to. It stands 40 ft. high, is on the outskirts of this city, and directs countless thousands to the Cathay Theatre. (Note the Academy Awards 'Oscar' in lower left corner).

TOKYO - A new generation of Japanese film fans are enjoying the greatness of Cecil B. DeMille's "Samson and Delilah." AT RIGHT is a reproduction of the famous Pillars of the Temple scene, 28 feet high, at the entrance to the Tsukiji Chuo Gekijo.





Here is the fine front-of-theatre display for "The Greatest Show on Earth" created by the Cathay showmanship forces. Both Paramount's Roy McAree and Cathay's Lim Keng Hor have reported, at the 10-day mark, on the phenomenally fine re-release business that the perennial Cecil B. DeMille masterwork is enjoying.

Noteworthy was the point, reported by Mr. McAree, that revenue on the 5th day topped that of opening day. This was most unusual, for the 5th day was Monday, the day in Singapore when film receipts traditionally experience a dip.



In Singapore, a couple of push-carts carry the title of "The Greatest Show on Earth," in Chinese and English, into every part of the city.



RIGHT

One of Paramount's own posters in Singapore that are doing a great job of selling not only "The Greatest Show on Earth," but the Paramount trade mark as well.

"SAMSON AND DELILAH" IS A CIRCUIT SENSATION IN RIO.....

The following excerpt of a letter from general manager A. Stephen Clug, of Brazil, indicates the huge measure of success that Cecil B. DeMille's "Samson and Delilah" is enjoying in that country.

"As expected, SAMSON AND DELILAH in its first week in the circuit has topped any picture we have played in the circuit in Rio de Janeiro, with the exception of THE TEN COMMANDMENTS and PSYCHO. If it hadn't been for a football game, I have a feeling we would have even topped PSYCHO's first week in the circuit. The figures for SAMSON in 12 houses came to within a fraction of the figures for the Hitchcock film in 15 houses. You can see from this that relatively speaking, SAMSON AND DELILAH beat PSYCHO on a house-by-house average."



James Stewart, Vera Miles and John Wayne are the central figures in this rather peaceful scene from John Ford's production, "The Man Who Shot Liberty Valance." Later on, the peace erupts into thunderous drama.

If there were in the world today any large number of people who desired their own happiness more than they desired the unhappiness of others, we could have a paradise in a few years.
Bertrand Russell



ROME - Audrey Hepburn with a Red Cross nurse at the Fiammetta Theatre premiere of "Breakfast At Tiffany's." Proceeds of the performance were donated to the families of the 15 Italian aviators killed in the Congo.



Paul Newman (above) has agreed to star in a new film, as yet untitled, set in modern texas, which will be made by Salem Productions and Dover Productions for Paramount release. It will be produced and directed by Martin Ritt.

Newman's role will be a reckless, hard-hitting type of characterization.

RIGHT

ROME - Mrs. Melville Shavelson and Filade Levi, Paramount general manager in Italy, dancing at the Easter Dinner party hosted by Mr. and Mrs. Shavelson at the conclusion of filming in Italy of "The Pigeon That Took Rome."



TURIN - Once again the renowned Lux Cinema has come up with an ace front-of-house display, this time for "The Pleasure of His Company." Art work was copied from Italy's 4-sheet poster for the Perlberg-Seaton film, and is most effective

****

U N A N N O
PIENO DI PROMESSE

Sì, proprio così, stiamo appena incammi - nandoci verso il 1962 ma già vediamo che esso è un anno pieno di promesse per la Paramount. A tenere alto il nome della nostra Marca in questo importante periodo avremo un magnifico gruppo di pellicole di cui molti paramountisti hanno già avuto occasione di vedere e apprezze re diverse. Del resto, quando si principia un anno con lavori del calibro di HATARI!, LA MIA GEISHA, BLUE HAWAII, IL FALSO TRADITORE, THE MAN WHO SHOT LIBERTY VALANCE, THE ERRAND BOY, THE PIGEON THAT TOOK ROME, MALEFICES, TOO LATE BLUES, L'INFERNO E' PER GLI EROI - tento per menzionarne qualcuno - come si fa e non credere che quell'anno andrà bene sino alla fine. Ma oltre alla qualità del prodotto c'è qualco- s'altro che è di magnifico auspicio per il 1962, ed è precisamente l'abilità di cui si è dato prova in tutto il mondo nel lanciare film come IL MONDO DI SUZIE WONG, I DUE VOLTI DELLA VENDETTA, nonchè PSYCHO che continua a batter records in molti paesi.



Mr. Weltner che all'inizio di questo mese si è recato a Hollywood per seguire il progres so della produzione in corso, ha avuto agio di vedere il film di John Ford THE MAN WHO SHOT LIBERTY VALANCE, finito. Esso ha per protagonisti James Stewart, John Wayne e Vera Miles, e e detta del nostro vice-presidente tutti e tre interpretano la loro parte meravigliosamente e il lavoro ha tutti gli elementi per piacere molto dappertutto.

In questo numero vedrete anche come la popolarità di Stella Stevens vada sempre aumentando. A tal proposito vi riferiamo alle pagine di notizie e fotografie sulla recente visita di quest'attrice a Londra per TOO LATE BLUES, e vedrete voi stessi come queste dive si stia realmente imponendo all'attenzione del pubblico. Infatti dopo tale visita la Paramount guarda con ancora maggiore ottimismo ai film che ha in programma per quest'artista e sui quali vi terremo man mano informati su queste colonne. Ma intanto prendete pure in considerazione tutte queste notizie agli effet ti della vostra future campagna pubblicitaria per l'uscita di TOO LATE BLUES nel vostro territorio, campagne che naturalmente dovrà anche richiamare l'attenzione sul protagonista maschile del film, Bobby Darin, nonchè sul produttore-regista John Cassavetes.

Sin da quando nel 1956 Elvis Presley fu presentato per la prima volta a tutti gli appassionati di cinema, il mondo intero aspettava un film come BLUE HAWAII in cui poter vedere il vero Elvis. Questa produzione di Hal Wallis non poteva rispondere meglio allo scopo non solo perchè offre un Presley migliore di sempre, ma anche perchè le pellicole è una vera delizia degli occhi per le magnifiche vedute di Hawaii. Tutto è così bello e reale che par quasi di sentire il profumo dei fiori tropicali nonchè il sapore salato delle onde che s'in frangono sulle splendide spiaggie di Waikiki.

Richiamiamo nuovamente la vostra attenzio ne sull'importanza dei buoni lanci pubblicitari, come vedrete da quanto pubblichiamo in materia in ogni nostro numero. L'arte dei lanciamenti è il vero ossigeno della nostre industrie e potete rendervene conto da voi stessi nel constatare gli splendidi risultati che si possono ottenere per merito di una campagna indovinata. Guardate, per esempio, nel presente volume quanto è stato fatto a Singapore, specialmente in occasione dell'uscita di ON THE DOUBLE al Cathay. Da parte nostra non chiediamo di meglio che ricevere prove di buoni lanci e siamo ancora più felici se ci vengono contemporaneamente segnalati i nomi delle persone responsabili in merito, giacchè desideriamo sempre dare ad ognuno il dovuto credito.

Il mese scorso v'informammo dell'acquisto da parte delle Paramount International Films delle produzione televisiva di THE POWER AND THE GLORY (Potenza e Gloria) interpretata da Sir Laurence Olivier. Il film verrà distribuito dalla Paramount in tutto il mondo, eccetto Stati Uniti e Canada. E lasciate vi si annunzi da questa colonne che si tratta di un lavoro effettivamente carico di "potenza" e che effettivamente arreca "gloria" allo schermo.

FILM NEWS FROM BRITAIN

FRED HUTCHINSON HAILS "MY GEISHA"...

Paramount's managing director in the United Kingdom lost no time in transmitting his enthusiasm (and that of the British staff) for "My Geisha" once they had screened the Shirley MacLaine film. His letter to Paramount International's president, James E. Perkins, contained the following sentiments:

"What a picture! It's just terrific!

"The original story, the superlative performance of Shirley MacLaine, the wonderful colour, settings, and brilliant photography, all give an entertainment that should appeal to everybody.

"We were all thrilled at the first viewing this morning.

"MY GEISHA" is such a breath of fresh air!"



LONDON - Shirley MacLaine's arrival here in connection with plans for next month's release of "My Geisha" brought the news cameramen flocking to London Airport. With Jack Upfold escorting her, she heads a true retinue of retainers down the airport escalator.



LONDON - When Stella Stevens was here in connection with the premiere of "Too Late Blues," she met as many of the Paramount staff members as she could. She is shown here with Mrs. Barbara Kerr (left) secretary to Leslie Pound, exploitation manager, and Doreen Senior of the publicity department.

London Likes "B. H."

Trade press reviews do not come any better than the following highlights of the review in London's Daily Cinema on Hal Wallis' "Blue Hawaii":

Light-hearted romantic fun and games in a dazzlingly colourful Hawaiian setting, packed with songs and youthful gaiety. A film feast for Elvis Presley fans and an outstanding box-office proposition.... With Elvis as star bait, it's an exhibitor's dream come true.



LONDON - Shirley MacLaine an 'island' in a 'sea' of British press representatives at a special reception for the star of "My Geisha" at the Dorchester Hotel.

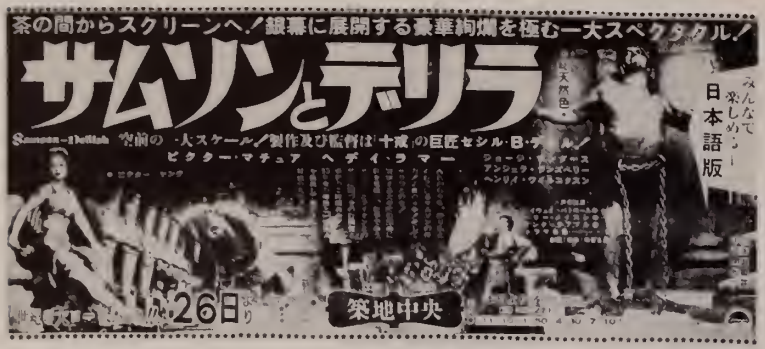
Below: Crowds surging around the Plaza, where "Too Late Blues" was premiering. At right: Stella is with Paramount's managing director, Fred Hutchinson and Mrs. Hutchinson.



LONDON - With "The Pleasure of His Company" in general release throughout the Northwest of the city via the A.B.C. Circuit, considerable favorable attention was focussed on the Perlberg and Seaton production via this attractive float which toured extensively.







素晴しき年、一九六二年

新しい年を迎えるに当って一九六二年はパラマウントにとって素晴しい年になりそうである。パ社では既に多数の人が一九六二年にパラマウントのトレード・マークをつけて公開される多数の一級の作品を見る機会を持った。「ハタリ」、「マイ・ゲイシャ」、「ブルー・ハワイ」、「偽の裏切者」「リバティ・バランスを射った男」、「ザ・エランド・ボーイ」、「ローマを捉えた鳩」、「マレフイセス」、「遅過ぎたブルース」、「地獄は英雄の為に」といった作品はその一例であるが、これ等は新しい年の門出にあたって一九六二年は良き年であるという最良の保証である。更に、「スージーウォングの世界」、「片目のジャック」及び多くの国で今尚新記録を樹立しつつある「サイコ」等の映画に対して世界中で示された勝れたショウマンシップこそ一九六二年に対するもう一つの素晴しい前兆である。

期待される「リバティ・バランスを射った男」

今月の初めウエルトナー氏は製作の問題でハリウッドを訪問、そこで見た完成作品の一つにジョン・フォードの作品「リバティ・バランスを射った男」がある。ジェームス・スチュアート、ジョン・ウエイン、ベラ・マイルズ主演のこの映画についてウエルトナー副社長は主演の三人は何れも素晴しい演技をみせて居り、この映画は全世界の市場で大きな成功を収めるあらゆる要素を備えていると述べている。

スターへの道を歩むステラ・スティーブンス

スターへの道を歩むステラ・スティーブンスについての新しいニュースは「遅過ぎたブルース」に関してロンドンを訪問した彼女の動静である。ミス・スティーブンスはスターへの道を歩むに十分な個性的な魅力を持っている。パラマウントでは幾本かミス・スティーブンスの作品を予定しているが、それ等については機会ある毎に本誌で紹介する予定で、今後が非常に楽しみである。「遅過ぎたブルース」の封切に際して事前宣伝にこのニュースを取上げるよう希望する。同時に共演のボビー・ダーリンと製作監督ジョン・カサビーツに注目されたい、

「ブルーハワイ」好評

一九五六年エルビス・プレスリーが世界の映画ファンに初めて紹介されて以来今日まで全世界にプレスリーの真の姿を見せる「ブルーハワイ」のような映画を待望しつつあったが、このハル・ウォリスの作品はファンの期待にぴったりの映画である。それは最良のプレスリー映画である許りでなく、ハワイの素晴しい風景を収めて見る人の眼を大いに楽しませ、熱帯の花の香りと美しいワイキキ海岸の磯の香りを味わせてくれる。

ショウマンシップの紹介

本誌では世界各地から伝えられるショウマンシップ活動について再び諸賢の注意を喚起し度い。ショウマンシップは我々の事業の生命にとって大切な酸素であり、このことは勝れたショウマンシップが生み出す素晴しい成果をみれば何人も諒解する所である。本誌に紹介したシンガポールでの実例、就中「替え玉作戦」に対してカセイが行ったショウマンシップに注目され度いこのようなショウマンシップの実例の報告を受けることは本誌として非常に嬉しいことで、このような報告と共にその仕事に当った人々の名前を明記されることを切望する。功績に対してそれを讃えるのが本誌の趣旨である

期待される「力と栄光」

先月号でパラマウント・インターナショナルがサー・ローレンス・オリビエ主演のテレビ作品「力と栄光」を獲得したことをお知らせしたが、この作品はアメリカ及びカナダを除いた世界各地でパラマウントによって公開されることになったこの作品は真の「力」を持ちスクリーンに対して真の「栄光」をもたらすものであることをお知らせする。

× × × × × × × × × ×

Glowing Calendar

Once again the Japanese Paramounteers have come up with a calendar that must be a very much prized item in Japan. Twelve top personalities appear in superlative lithography, and so that you might know to whom the months have been allotted in Japan, we list them here:

JANUARY	Audrey Hepburn
FEBRUARY	Annette Vadim
MARCH	Pamela Tiffin
APRIL	Elsa Martinelli
MAY	Debbie Reynolds
JUNE	Stella Stevens
JULY	Elvis Presley
AUGUST	Diana Dors
SEPTEMBER	Shirley MacLaine
OCTOBER	Juliet Prowse
NOVEMBER	William Holden
DECEMBER	Michele Girardon

TOKYO - An 8-column ad. for Cecil B. DeMille's "Samson and Delilah" when that famous Biblical spectacle began a re-release engagement at the Tsukiji Chuo Gekijo recently.



The picture was given a full showmanship campaign, including posters in the tram-cars, as shown above.



AT LEFT

A charming study of Shirley MacLaine in London as she met the British press and told of the pleasure she had experienced while making "My Geisha" in Japan.

"Moon River," the song that Audrey Hepburn renders so entrancingly in "Breakfast at Tiffany's," is now available on Japanese records in Tokyo.

King Records has issued the song as recorded by popular Japanese artist, Mis Misao Nakahara, and Toshiba Records is on the point of issuing a disc.

Also, Victor, London and Angel Records are releasing the American versions of the song in Japan this month.

FAR EAST A SPARKLING SHOWCASE FOR PRACTICAL SHOWMANSHIP **********



TOKYO - This attractive double-spread shows how the internationally-circulating Global Movie Marketing treated editorially the momentous announcement of Paramount's forthcoming product for 1962. Full details of the product are on the left-hand page; and an interesting touch is the identifying of the illustrations at right by handwritten titles of the films depicted.



SINGAPORE - In the Far East, Shirley MacLaine is big -- really big! This towel-clad cut-out of our favorite cut-up is 32 feet high and was but one of a number in the Singapore area announcing "All In A Night's Work" at the famed Cathay Cinema.



TOKYO - Shown announcing the 1962 Paramount product are Far East division manager Svend Henriksen, centre, Saburo Hatano, sales manager, left, and Toshiharu Komaki, advertising-publicity mgr.

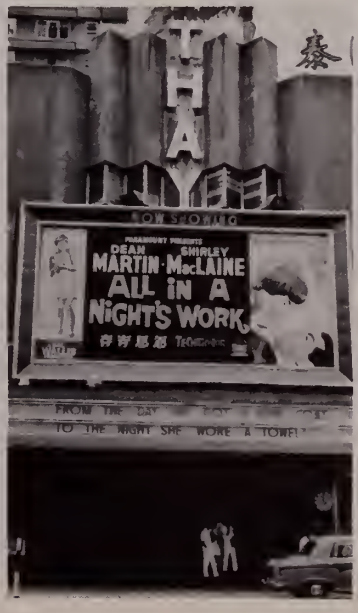


HOLLYWOOD - Noted Ceylon industrialist, S. M. Hussain on the set of "The Pigeon That Took Rome," with star Charlton Heston and producer-director Melville Shavelson as guides. Mr.Hussain is a close friend and associate of Exhibitor Cader, chairman and managing director of Liberty Theatres of Ceylon, for whom he has undertaken a world survey of latest techniques of production, projection and exhibition. It is expected that Mr. Hussain will join the board of directors of Liberty Theatres on his return to Colombo.



RIGHT

SINGAPORE - Information-packed Cinema Herald signals the fact that the Cathay Theatre is on a full-powered build-up for Audrey Hepburn's "Breakfast At Tiffany's." In Singapore, as everywhere else, it's a happy tradition that "Audrey 'Always Draws Crowds'."





SINGAPORE - Another version of the Cathay's 'towelmanship' in revealing "All In A Night's Work." The Cathay cutely embroidered the word 'HIS' on the towels draped about Shirley in city locations.

SINGAPORE - Another highly effective front-of-house display for the Cathay provided by that theatre's Lee Say Keng.



NEW YORK - The incomparable, timeless and irrepressible Maurice Chevalier was an honored guest at Paramount's "Hey, Let's Twist!" party at the Peppermint Lounge. At right is Variety's managing editor, Abel Green. Centre: noted columnist Hy Gardner of the New York Herald-Tribune, and Mrs. Gardner.



MICHELE MONTAU, sole female player in the dramatic thunderbolt of war, "Hell Is For Heroes." The film is the first production contribution of Henry Blanke since joining Paramount.

Experience is a poor guide to man, and is seldom followed. What really teaches a man is not experience, but observation.

H.L. Mencken

1962 S'ANNONCE COMME UNE ANNEE EXTRAORDINAIRE

Eh oui, 1962 s'annonce fort bien pour Paramount. Déjà de nombreuses personnes de notre compagnie ont vu et applaudi quelques uns de nos films les plus importants qui feront flotter la bannière Paramount dans le monde pendant cette année capitale pour notre Société. Des films tels que "Hatari", "Ma Geisha", "Blue Hawaii", "Trahison sur commande", "L'Homme qui a tué Liberty Valance", "The Errand Boy", "Diner de Pâques", "Maléfices", "La Ballade des Sans-Espoir", "Hell is for Heroes", pour n'en mentionner que quelques uns, garantissent, en ce début de 62, une année exceptionnelle. De plus, grâce à la splendide exploitation faite à travers le monde pour "Le Monde de Suzie Wong", "Vengeance aux deux Visages", sans oublier "Psychose", ces films continuent à battre des records dans bon nombre de pays, ce qui est d'excellent augure pour 1962.

M. Weltner était à Hollywood au début de ce mois pour des questions de production et il a vu "L'Homme qui a tué Liberty Valance" qui est maintenant terminé. Les vedettes de ce film sont James Stewart, John Wayne et Vera Miles et le vice-président de Paramount a déclaré que ces vedettes interprètent admirablement ce film qui réunit tous les éléments pour remporter un succès magistral dans le monde entier.

Ce mois-ci, nous vous montrons le pas important accompli par Stella Stevens dans sa carrière de vedette. Nous avons toute une page de nouvelles et de photos sur la visite de Stella à Londres pour le lancement de "La Ballade des Sans-Espoir" et il semble évident que Miss Stevens possède cette incontestable personnalité qui fait les grandes vedettes. Cette visite a rendu Paramount encore plus optimiste quant à la liste des films prévus pour Miss Stevens et dont nous vous tiendrons au courant dans nos colonnes. Cependant, il serait bon que vous teniez compte de ces nouvelles pour le lancement de "La Ballade des Sans-Espoir" dans votre pays, sans oublier toutefois ni Bobby Darin ni John Cassavetes, le metteur en scène.

Depuis 1956, date où Elvis Presley apparaissait sur les écrans pour la première fois, jusqu'à ce jour, le monde attendait impatiemment un film comme "Blue Hawaii", qui révèlât le véritable Elvis. La production de Hal Wallis répond parfaitement à cette attente car elle nous donne non seulement le meilleur Presley que nous ayons jamais vu, mais encore un film qui est une joie pour les yeux grâce à ses merveilleuses vues de Hawaii. L'impression d'authencité est telle, qu'on croit sentir les fleurs tropicales et avoir sur les lèvres le goût salé des vagues qui baignent la ravissante plage de Waikiki.

Une fois encore, nous désirons attirer votre attention sur l'importance qu'il faut accorder aux campagnes de lancement. Le lancement est un élément vital dans notre métier et vous vous en rendrez compte lorsque vous verrez les merveilleux résultsts obtenus par une bonne campagne de publicité. Regardez, dans ce numéro, le lancement fait à Singapour et en particulier à Cathay pour "La Doublure du Général". Nous sommes toujours ravis de recevoir les preuves d'une bonne campagne, et encore plus ravis quand les photos mentionnent les noms de la personne ou des personnes responsables. Nous essayons toujours de rendre hommage à celui qui le mérite.

Le mois dernier, nous avons donné des informations sur l'acquisition par Paramount Internationsl, du film de télévision "La Puissance et la Gloire" dont Sir Laurence Olivier est la vedette. Ce film sera distribué dans le monde entier par Paramount, sauf aux Etats-Unis et au Canada. Et vous pouvez nous croire : ce sujet a vraiment de "La Puissance" et il apportera de "La Gloire" à l'écran.



Stella In Paris

This shot of Stella Stevens before the Cathedral of Notre Dame is proof that our star got to Paris. But we have more than this --- much, much more. So rather than crowd it into this issue, we have saved the report for next issue, when we trust that we can do justice to the fascinating pictures and the engrossing detailed report on Stella's activities from Mrs. Odette Ferry. It should make a fine feature with which to start off 1962.

TELEMETER CONTINUES EXPANSION AS NEW VITAL FORCE IN ENTERTAINMENT WORLD

Concurrent with a major expansion of programming, Telemeter is moving ahead to broaden the pay TV test area in Toronto by extending the cable system to encompass an additional 1,000 subscribers, it was announced by J.J. Fitzgibbons, President of Famous Players Canadian Corporation.

Plans have been completed to construct pay TV cable facilities in an area adjacent to the Toronto suburb of Etobicoke, site of the pilot Telemeter operation. The cable extension will be in the Mimico-New Toronto section.

Mr. Fitzgibbons said that the wiring of the new area by the Canadian Bell Telephone Company, scheduled to start shortly, is expected to be completed early in 1962.

The Famous Players executive pointed out that the new 1,000 subscribers will strengthen representation of certain economic levels of the population, and will provide a more comprehensive population mix. Moreover, he stressed that the new subscribers will give Telemeter an opportunity for additional comparative analyses of buying habits.

TELEMETER

"THE KEY TO A NEW WORLD OF ENTERTAINMENT"

MOTION PICTURE DAILY

December 4, 1961

Telemeter Data Given Parliament

From THE DAILY Bureau

LONDON—British Telemeter Home Viewing—holders of the British rights to Paramount's Telemeter system—has circularized members of Parliament setting out some of the arguments for Pay tv in Britain.

The company claims that the system can be made part of the U.K. broadcasting service and points out that the introduction of Pay tv, either over the air or by a wired system, would exclude an extension of the present 'free television' services.

There is no doubt that pay tv could prove an immense stimulus to the 'live' theatre, opera such as Glyndebourne, and to the production of first class films. The reason is—a very modest rating on pay tv could produce as much revenue in one night as a play or an opera might reasonably expect to take in several months.

It would be wrong, the company continues, for it to put forward detailed proposals for the allocation of frequencies as between the BBC (British Broadcasting Corporation) and the ITA (Independent Television Authority). These are matters for decision on grounds of national policy, and they ought to be decided by the Government, and considered in Parliament solely in terms of public interest.

British Telemeter Home Viewing is a British-controlled company with Paramount having a minority interest. Included among the original subscribers of the company were: British Lion Films, The Financial Times, The Granada Group, The Manchester Guardian and Evening News, Schlesinger Investments (with whom Sir Michael Balcon is associated) and N.M. Rothschild and Sons.

A Government decision on whether pay tv should be permitted in Britain hinges on the findings of the Pilkington Committee report which are not expected to be made public before mid-1962.

The Film Daily

December 12, 1961

Telemeter Granted New Experimental Permit.

Washington Bureau of THE FILM DAILY

Washington—International Telemeter has been given the green light for another "research and technical" test of on-the-air pay TV. The FCC's broadcast Bureau has granted the Paramount Pictures Corp. subsidiary, a construction permit for a new experimental TV station on UHF Channel 83 for the purpose, although hedged with restrictions.

Public participation must not be solicited and the company is warned that the FCC will give no weight to any expenditures of funds which International Telemeter might make in the event the company asks in the future for a different type of authorization.

This means that if the company should decide it wants to go into pay TV on a permanent, public and full-scale basis, or even with a three-year public trial under the FCC's present pay TV rules, that application would have to start from scratch.

International Telemeter will be required to provide the FCC with quarterly progress reports on the experimental station, which has been given the call letters KM2XOG.

An announcement of particular importance concerning International Telemeter Company will be made on January 1st, 1962.





Taken by the Gestapo to the dread Moabit Prison to see if he would crack under the strain of what he saw, Eric Erickson (William Holden) looks with horror upon the execution courtyard..

and sees the woman he has loved, her lips sealed forever, led with two others to face the ripping bullets of an implacable foe....It was one of the most brutal moments in the life of the daring Erickson, who put the fate of nations above personal feelings.

SEAL OF GREATNESS IS STAMPED ON "THE COUNTERFEIT TRAITOR"



Lilli Palmer, at right, who is co-starred with William Holden, gives a performance of Academy Award greatness with the role of a secret agent who pays with her life.



Hugh Griffith has the role of the chief British agent in a Scandinavian country. His performance is a thriller.



LEFT A moment of tenderness when Erickson seems about to succumb to the charms of Frau Klara Holtz (Erica Beer).

BELOW A moment of maddened frustration as Erickson fails to find the papers that are a life-or-death matter to him.



"BLUE HAWAII," BY MANY LENGTHS, WINS THE ELVIS PRESLEY 'DERBY'

In every release engagement to date across the United States, "Blue Hawaii" has splintered every existing Elvis Presley record. The gay and happy film likewise has delighted every exhibitor and Paramount executive overseas who has seen it, and multiple launching plans mark it as certainly a 1962 top-notcher in revenue.

Our thanks to show minded Hal Wallis for another great global audience-attractor.



HONOLULU - Indicative of the state-wide approval in Hawaii of the Hal Wallis-Paramount production is this massive store-wide display given "Blue Hawaii" by Sears-Roebuck here. As far back as the eye can see in this picture, it is "Blue Hawaii" all the way. (Car in the foreground is a Japanese Datsun Bluebird, which of course carried the 'Blue' theme forward).



TOLEDO, Ohio - Girls of this city certainly didn't hide their feelings for Elvis Presley when "Blue Hawaii" came to the Princess Theatre. The leis and the Presley picture were worn on all occasions.



HONOLULU - Crowds lined up for the premiere of "Blue Hawaii" at the King, one of 3 Honolulu theatres world-premiering the Hal Wallis production (the others were the Palace and the Waialae Drive-in). Queue extends in both directions.



BOSTON - Cashier of the Supreme Supermarket, at right, who is herself wearing one of the Elvis Presley "Blue Hawaii" leis, hands one to a customer with her purchases. Note the stack of leis atop the cash-register.

"B.H." Mystery Song Contest

Paramount and the Interstate Circuit of Texas devised a novel radio contest for Hal Wallis' "Blue Hawaii" which already has been used effectively in many cities. Based on the hit songs in the picture, the contest hinges on 'naming the mystery tunes' in "Blue Hawaii."

Of the 14 numbers featured in the picture and used on an RCA-Victor LP album, a tape has been made of eight of the songs using from 12 to 20 second segments of each song.

All disc jockeys have used the idea of playing the tape and inviting their listeners to identify the tunes. The basic idea is that listeners must identify four, five or six of the mystery tunes to win. The station spaces the tunes over a three-hour or more period, thus keeping listeners tuned to the disc jockey program.



POPLAR BLUFF, Missouri - Engagement of "Blue Hawaii" brought out a real case of reciprocity between the Rodgers Theatre and a local record shop called 'Record City.' The latter gave the theatre a fine window display, and manager Bill Griffin of the Rodgers reciprocated by giving the above prime lobby space to 'Record City's' display for the "Blue Hawaii" RCA-Victor album.


YOUNG & SUN

A PREVIEW OF RELEASES

THURSDAY ... releases day for new records each week

And each week Howard Palmer reviews the new records in advance of the release for preview hearing.

This means Disc Diary can review the new records on their day of release

And starting this week he will name his three best records of the week ... on a bigger, expanded Disc Diary.

DISC DIARY

By HOWARD PALMER

POPULAR LPs

Elvis will "rope in new fans"

ELVIS PRESLEY'S big new LP ... released today, should be in the shops tomorrow and could be out again by Monday if it sells as well as its quality indicates.

BEST LPs

- Elvis Presley's "Blue Hawaii"
- Rimsky-Korsakov's LP of Stravinsky's "Rite of Spring"
- Duane Eddy's "Girl's"

Here's a record review from Sydney, Australia, in advance of the release of that's a swell album for "Blue Hawaii."



RIGHT

LOS ANGELES - The Skipper Frank Show over KTLA-TV proved to be an excellent medium for popularizing the distribution of Hawaiian leis as a showmanship adjunct to "Blue Hawaii." Many hundreds were given away.

Just think, at one time in history a man could clear up his debts simply by going to jail.
-Charles Ruffing



LONDON - A radiant Stella Stevens attends the premiere of "Too Late Blues" at the Plaza Theatre here. She won fine applause from a glittering audience.





TOLEDO, Ohio - Two of the Princess Theatre ushers projecting the spirit of "Blue Hawaii." AT TOP: one of a number of window displays in the city arranged for by the manager of the Princess, Lawrence Mallory. RIGHT

NEW YORK - Enjoying themselves at Paramount's "Hey, Let's Twist!" party at the Peppermint Lounge were Mr. and Mrs. Harry Kalmine. Mr. Kalmine is general manager of Stanley Warner Theatres.

Paris Praise for "My Geisha"...

Last month we reported the electrifying cable sent by John B. Nathan, Continental general manager, following a screening of Shirley MacLaine's "My Geisha." Mr. Nathan followed up that praise with a letter to James E. Perkins, president of Paramount International, of which the following is an excerpt:

"I just cabled you our tremendous enthusiasm on screening 'My Geisha' to the executive staff here, which of course included the Production Department's Michel Bernheim.

"I meant just what I said in the cable. We were actually speechless for several minutes. Tears were in Klarsfeld's eyes, which I had not seen in years since he is pretty hard-boiled at screenings. I expected something big, but never anything as big as what we saw.

"In my opinion, this is one of the greatest pictures we have had, excepting 'The Ten Commandments.' I am thinking in terms of European audiences. For France, it has the added asset of Yves Montand.'

"The story is terrific, fresh, new, and in the opinion of all of us, superior to even 'Roman Holiday.'

"As for the cast, I should think that Shirley MacLaine should get an Oscar for this one. She is just perfect. Montand gives a real performance. And Robinson, Yoko Tani and Cummings are all perfect in their parts.

"Will keep you advised of release plans, but I would definitely not want to rush this picture in view of its huge importance and value."



PARIS - France's best known screen comedian - Fernandel - celebrated his 30th anniversary in motion pictures during production of "Cet Imbecile de Rimoldi," a Marianne-Gaumont co-production. He is shown above, at left, at the studio party in Joinville with Michel Bernheim, Paramount's production representative; John B. Nathan, Continental general manager; and Guenter Schack, advertising and publicity director for Continental Europe.



OBITUARY

MADELINE BOURLAND

Madeline Bourland, a fine Paramounteer with almost twenty years of wonderful service to the company, died at her film inspection desk in the Dallas, Texas, branch on November 8th. She had joined the company on October 14th, 1942.

In reporting her passing, branch manager Bernard Brager said: "She was a very friendly out-going person whose friendship was held in high regard by everyone in the office. She was a willing worker of the kind that is always willing to put forth the extra effort whenever needed..."

Madeline Bourland's husband died two years ago. She is survived by two sons - R.W. Bourland and B.E. Bourland of Dallas, a daughter - Mrs. Paul Boyd of El Paso, Texas, also four grandchildren, and a sister. Our deep condolences to them on the passing of a fine lady.



DAVID SUSSKIND, producer of the TV-film production, "The Power and the Glory," on the set of the dynamic picture. "The Power and the Glory" will be distributed throughout the world (U.S. and Canada excepted) by Paramount International Films, Inc.

* * * * *

PARAMOUNT EVENTS OF INTEREST IN THE U.S. AND CANADA



HONOLULU, Hawaii - During the ceremonies attendant upon the premiere of "Blue Hawaii" in this city early last month, producer Hal Wallis was presented with a citation and the key to the City by Mayor Neal S. Blaisdell, in recognition of the magnificent service rendered the Hawaiian Islands by the production of the Elvis Presley starrer.

In the centre is 'Chuck' Braden, chief of the Hawaiian Visitor's Bureau.



At left, Grace Buscher, of Coco Palms Hotel, Kauai, surprises Wallis with a handsome replica of the double outrigger used in "Blue Hawaii," one of many souvenirs of the 50th State given to the producer.



HOLLYWOOD - Mr. and Mrs. Jack Karp and producer Hal Wallis chatting at the premiere of "Summer and Smoke" at the Fine Arts Theatre in Beverly Hills. In the rear is Hamil Fields, owner of the Fine Arts.



HONOLULU, Hawaii - Much of the success of the civic reception accorded producer Hal Wallis here in connection with the world premiere of "Blue Hawaii" must be credited to Herman Rosen, of Royal Hawaiian Theatres, shown here with Mr. Wallis. In foreground are the Key to the City and State Citation presented in recognition of the excellence of the Presley film.



NEW YORK - Trio at the "21" party following the premiere of "Summer and Smoke" at the DeMille and Baronet Theatres. L to R: Helen Menken, president of the American Theatre Wing; Pamela Tiffin, charming featured player of the Hal Wallis production; Hedda Hopper, eminent reporter of the motion picture world.



PHILADELPHIA - A pair of shots of trucks that deliver this city's magazines, both of them carrying announcements for the paperback edition of the enormously popular "Breakfast At Tiffany's." Film was the attraction at the Arcadia Theatre.



NEW YORK - Theatre executives love "The Twist," too. Among those attending the Paramount "Hey, Let's Twist!" party at the Peppermint Lounge were Robert Shapiro, managing director of the New York Paramount, and Mrs. Shapiro, at right, and Brooklyn Paramount manager Gene Pleshette, and Mrs. Pleshette.



(at left)

Symphony in Motion

One of many scenes of the Technicolor short feature, "Symphony in Motion," filmed in Sweden by Winik Films, and having Paramount release this month...Special music was written for this Winik Films sport short and was scored by members of the Stockholm Royal Opera Orchestra under the direction of Emil Lasko.

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PARAMOUNT'S ENTERTAINMENT SHORTS READY FOR ANY AND EVERY SEASON**

And one of the greatest of them all is the Sports Illustrated short, "Gold Medal Divers," a gem of purest cinematic brilliance.

Here is an exciting sport short, excitingly directed, superbly photographed, a poem of motion --- a film that through wizardy of editing achieves a tempo seldom met with in short features. The demonstrations of seemingly effortless diving have seldom been equalled, never surpassed in any comparable film within our recollection. And the background of the Pacific coastline adds even more to the magic of "Gold Medal Divers."

Surely we shall find this entrancing short nominated for an Academy Award in the upcoming contest.

SEASON FOR SHORTS

LIKE the "season to be merry," the season for shorts should be one that is not confined to any particular period of the year but one which runs continually and indefinitely. Although often treated as "step children" of the industry, short subjects have an amazing vitality. Distributors frequently complain that exhibitors do not want to pay rentals high enough to justify shipping costs. Producers complain of the difficulty or impossibility of making a profit on shorts. Nevertheless, shorts are still made and are still widely distributed. The reason is simple and fundamental: the theatre patrons like them. In any industry serving the public, wishes of patrons must be respected.

The first thing necessary in the development of great interest in short subjects is care in booking. Shorts should be chosen on their merits and with proper regard for the nature of the feature picture. Shorts can do a substantial job in enhancing audience satisfaction. They deserve the chance to do the best job possible.

This issue of The HERALD includes special attention to short subjects.

Shorts Will Cultivate New Flow of Patronage

by HOWARD MINSKY
Executive in charge of shorts, Paramount

With the current shortage of feature product in today's markets, shrewd exhibitors are surrounding their feature programs with the most attractive short subjects obtainable in order to cultivate a continuous flow of patronage and maintain a well-balanced show.



Howard Minsky

The essential value in a company's short subject program to increase exhibitor patronage is best summed up in these important subject matter requirements, timeliness, variety and action — with color an additional strong plus factor. Opinions from leading exhibitors on the most desirable type of short subjects patrons prefer almost invariably revealed cartoons leading all other divisions with sports, travel shorts and novelty films running closely behind according to present company plans.

For its current program of short subjects, Paramount will have available a brighter, newer array of 40 assorted short subjects encompassing a wide variety of colorful subjects geared to meet any showman's present theatrical program requirements.

The 1961-1962 lineup on the Paramount shorts program includes a two-reel cartoon special on "Abner the Baseball" which documents the life of a major league baseball from the time it is stuffed and stitched in a factory to the time it gets the stuffing clobbered out of it on the baseball diamond. It has already played some successful first-run engagements.

This subject was shown to various baseball writers as well as major league clubs. Phil Rizzuto, baseball radio commentator, declared it "one of the funniest pictures about baseball I have ever seen."

There will be 20 other colorful cartoons of four series each seven Noveltoons including Munro, a cartoon which won this year's Academy Award, "Turtle Soup," "Kozmo Goes to School" and "Perry Popgun." Seven Modern Maid caps consisting of "The Plot Sickens," "Crumbs Cagesbeef" and "Popeye and Politics." Six Comic Kings with "Mouse Blanche" and "Hits and Runs" now ready and the following six Popeye Champions — "Fireman's Brawl," "Toreador able," "The Ace of Space," "Shaving Muggs," "Taxi Rurvy" and "Floor Flusher."





Abner the Baseball, left, and little Munro, brighten Paramount's schedule of added attractions for the coming year.

For the sports enthusiasts the program contains six Sports in Action subjects, and two-reel specials in color consisting of unusual subjects. The company has launched a global production program for its live-action shorts with subjects currently being filmed by Paramount in color in various parts of the world.

Our Short Features page in every issue of Paramount World for many months past has borne ample evidence of the truth of Mr. Minsky's statements in the adjoining Motion Picture Herald article....and more very effective evidence is to be found on this very page via the announcement of two more fascinating subjects in the Winik Films Sport Series.



ANNE MARSTON (above), Miss Michigan of 1959 and winner of the Talent competition at Atlantic City that year, will be featured in the next sport short, on archery, to be produced by Leslie Winik for Paramount release. Miss Marston holds all world records for women's archery and is acknowledged as the greatest woman archer in the world today.

The short, not yet titled, will be filmed in color at Sea Island, Georgia. Richard Winik will direct and Peter Garbarini will be director of photography.



LONDON - Stella Stevens with her new British possession, Yorkshire Terrier "Royal Rose of Wimpal." A full report on another page of this issue.



NEW YORK - Laurence A. Tisch, president and chief executive officer of Loew's Theatres, Inc., with the eagerly-sought tickets that took him and Mrs. Tisch to Paramount's "Hey, Let's Twist!" party at the Peppermint Lounge on Dec. 5th.



MADRID - Shirley (Sunshine) MacLaine poses here with a copy of the noted Spanish illustrated magazine, Triunfo. And guess whose picture is on the cover!



SAO PAULO, Brazil - Mr.Julio Florentino, left, general manager of the Serrador Company,and Paramount's Sao Paulo manager, Miguel Mancini, in the lobby of the Ipiranga Theatre observing the obviously endless line of patrons queue-d up to see Alfred Hitchcock's "Psycho."

INTERNATIONAL PERSONALITIES IN PARAMOUNT CINEMA EVENTS



LONDON - We wonder what Oswald Croft, Paramount head office executive, has just said to visiting Stella Stevens to have caused that quizzical look. Stella was a big hit on her visit to the London Paramount staff, and met as many of the personnel as time permitted.



MADRID - Shirley MacLaine, arriving at Madrid Airport,appears to be concerned over the handling of her baggage. She is shown with Frank A.Siter,general manager for Spain and supervisor for the Middle East.



NEW YORK - Mr. and Mrs. Hugh Owen at Paramount's "21" Party following the premiere of "Summer and Smoke" at the DeMille and Baronet Theatres. Mr. Owen is assistant general sales manager of Paramount Film Distributing Corporation.



LONDON - At the Plaza Theatre premiere of "Too Late Blues" - co-star Stella Stevens and noted British screen star Leo Genn.



NEW YORK - Shown at the Paramount showmanship seminar on "Hey, Let's Twist!" are Joseph Friedman, left, and Fred Herkowitz. Former is executive assistant to Martin Davis, national director of advertising, publicity and showmanship. Mr. Herkowitz is district manager of RKO Theatres.

RIGHT

SYDNEY - Managing Director R.L.Graham with hula girls at Paramount's special "Blue Hawaii" screening for exhibitors.



ROME - Host and Hostess Mr. and Mrs. Mel Shavelson at their Easter Dinner marking the end of Italian filming of "The Pigeon That Took Rome." At left is production manager Mario Del Papa. Mrs. Shavelson is holding Polchinello, the puppet that figures importantly in the film.



NEW YORK - Mrs. Mildred Loew (centre), daughter of Mr.Adolph Zukor, with Mr. and Mrs. Paul Newman at the party at "21" following the DeMille premiere of "Summer and Smoke." Mrs. Newman is known professionally as Joan Woodward.



LONDON - During her colorful visit here, Shirley MacLaine met some of the top figures in the British theatre world. She was thrilled by the John Osborne play, "Luther,"and even more thrilled at meeting the play's exciting new young star, Albert Finney (above) who plays the title role.



NEWS FROM THE CROSSROADS OF THE WORLD



Super-work for "Hey, Let's Twist!"

Shown above is one section of the truly mammoth job of work that was done the weekend of December 15-16-17 to get prints and ad sales of "Hey, Let's Twist" from New York Head Office into every part of the Paramount world with the least possible delay. Activity above shows part of the 10th floor hallway turned temporarily into a shipping department and (L to R) Joe Diana, Raymond Brandow, Al Lo Presti and Harry Doldus readying shipments. At right is Charlie Urling of the maintenance department standing by to shift the shipments to trucks. This crew worked around the clock and throughout the weekend, in cooperation with Larry Flynn, Bob and Vera Guilfoyle, and Helen Dumbra to make sure that every office got its "Twist" material at the point nearest to "instantly."

But that was far from all. The offices had to have prints, negatives and master negatives and positives. And here is where the organizational wizardy of Frank La Grande and his laboratory aides came in. They, too, did an around-the-clock-and-around-the-weekend job in the tradition which built our company -- and all of the film went out around the world.

Now let the bookings and revenue match that kind of devoted, selfless service!



HEY, LET'S TWIST BOWL!

The annual Christmas Turkey Sweep of the Paramount Pictures Club Bowling League held most of the interest of the keglers as we prepared for our holiday hiatus or two week vicarious vacation (regular bowling is suspended but the hustlers will spend most of their free time "practicing" to keep their handicaps high until the next sweep). Not all the "Fats" got fat but the following did carry home long-necked dinners:

John Grochowski of Autometric - Machine Shop

John Rubinich of Paramount International Films

Dennie Navle of Autometric - Charting

Joe Waloski of Autometric - Machine Shop

Hal Abrahams of Paramount Distributing - Branch Servic

Andrea Lipka of Autoemtric - Machine Shop.

We are not suggesting that all the Paramount Pictures' bowlers are not hustlers or that they are too honest to keep their averages below their abilities but it might be that they are not as adept as their Autommtric competitors. Among the hot-shots who competed for the top average turkey, only Johnny Grochowski could roll better than his average.

In the team race STELLA STEVENS (Autometric Photolab) has a 5 point lead over ROBERT CUMMINGS (Autometric Machine Shop) with the remaining ten teams ranging all the way down to BOBBY DARIN (ParaPix) 25 points off the pace. In the individual average race Sara Sowers of Autometric holds a 17 pin edge over Zaira Viale of Autometric and Marilyn Bettinger of Para.Int. Films while Paramount's Pix' McKeown leads Charley Hickey of Paramount Al Konecny and John Grochowski of Autometric 178 to 165.

OTHER NEWS ITEMS FROM FIFTEEN-O-ONE BROADWAY

SECRETARIAL ITEMS: Eleanor Diamond, a native New Yorker, is secretary to Bernard Kalman; and Herta Kindler is taking precise legal dictation from Thomas Gibbons. Herta came from a South Bavarian village of just 600 industrious persons, and completed her education at Elizabethtown College in Virginia. During college years she did some European touring in the course of which she crossed the Atlantic seven times, three by sea and four by air.....Still on the secretarial survey: Sandy Wexler, secretary to Daniel Hynes, chose Christmas Eve to exchange marriage vows with Ben Dressler. Good luck and much happiness to you both! And Rose Heller, formerly secretary to Bernard Serlin, is now on the seventh floor as secretary to Richard Colby.

They are only memories by the time these lines appear, but the Christmas decorations on all floors of Home Office were a sheer delight this year. Time was found for the sentimental touches despite the fact of its being the hardest-working December in quite a few years. Principally because of "Hey, Let's Twist!" Another fine Christmas touch was the way in which so many pitched in with toys and cash for the Children of Bellevue Hospital. Charlie Hickey and his grand crew deserve full applause.

Location changes in Head Office: Helen McCarten, for so many years able secretary to office manager William O'Connell, is now in Room 1173A as aide to Office/Purchasing manager Charles McMains. Eastern representative for KTLA of Los Angeles, Don Taffner, is now in Room 706....Welcome to the eighth floor's central accounting unit (covering seven Eastern branch office). Helen Huber is the unit's supervisor.

Well-wishers are very busy wishing well for Dick Walsh, contract analyst. Although in Physicians Hospital, he was able to spend Christmas Day with his family. His co-workers contributed a Christmas check to help speed his recovery.

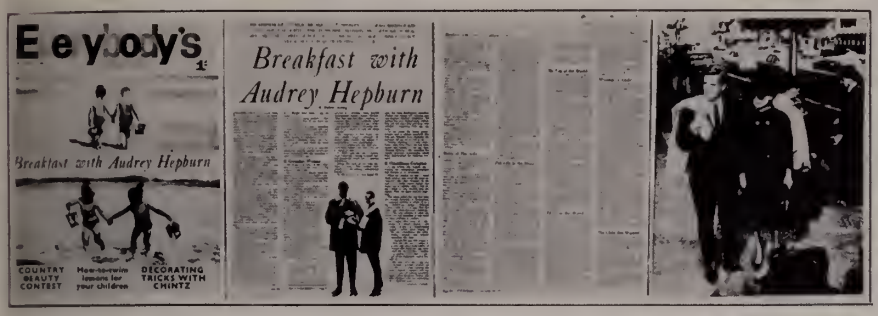
In the few months that he has been in publicity's still department, Frank Rizzo has won much popularity with his accurate information and ready service.

WEDDING BELLS AND BELLS-TO-BE: This is belated news, but David Steinberg, accountant, and Mildred Kofsky were married September 22nd. and spent the honeymoon in Washington....Betty Schmierer chose last Thanksgiving Day to become engaged to John Hamilton.

And now to all that Nineteen Sixty-two has to offer!

- Lenore Sheindlin

SHOWMANSHIP NEWS FROM AUSTRALIA AND NEW ZEALAND



SYDNEY - Everybody's Magazine featured a three-page article on Audrey Hepburn, with prominent cover mention, and plenty of credit to "Breakfast at Tiffany's" on inside pages.....



MELBOURNE - Retiring branch manager Bert Kelly, who received silver souvenir trays from both the Paramounteers of Australia and New Zealand, also got a Paramount cartoon gift to chuckle over in the calm years ahead. At left is managing director Robert L. Graham. Behind the cartoon is George Heron.





LEFT

And here four exhibitors — Fred Gawler, David Williams, John Frazer and George Condon -- get the same lovely treatment.



HOLLYWOOD - Robert J. Kerridge (center), top New Zealand exhibitor, and governing director of the Kerridge-Odeon circuit, receives the latest Paramount production news from Jack Karp (left), vice-president and head of the studio. At right is Martin Rackin, production head.

BELOW

MELBOURNE - Presentation to Bert Kelly on his retirement as branch manager after more than 40 years of Paramouht service.



ABOVE

MELBOURNE - Presentation of company tributes to Bert Kelly as he retired from the managership of Melbourne branch. L to R: Paramount's auditor Tom Bowden, secretary-treasurer James A.Sixsmith, managing director R. L.Graham, Bert Kelly, general sales manager George M.Nacard, advertising and publicity manager Alan Wardrope, visiting New Zealand manager Stanley H.Craig, and Jack Edwards, who is Mr. Kelly's successor as Melbourne mgr.

LEFT TOP

Sydney - At the Paramount exhibitor screenings of "Blue Hawaii" and "Breakfast At Tiffany's," hula girls Luce Carmagnola and Jan McConnell 'decorate' Paramounteers James A.Sixsmith (right)and Max Allen.



Large group sporting leis posed with the "Hawaiian" beauties at Paramount's "Exhibitor's Day" screening of "Blue Hawaii" and "Breakfast At Tiffany's". Pictured are (back row, from left) George Conson, Chris Papandreas, David Williams, Bill Camphin, Robert L. Graham, Bob Heathcote, Len Brennan, Tom Lawson, Bruce Spence, Arnold Spry, Tom Virgona, Ken Woods, Norman Browne, George Hatsatouris, Max Allen, Mel Lawton, Peter Medich, (Cabramatta), (Chester Hill), Jack MacCauley, Jack Matheson, Fred Gawler, Jim Flannery, Charlie Hale and James Sixsmith (partly obscured). Front row (from left) are David Joel, Reg Payne, John Frazer, models Jan McConnell and Luce Carmagnola, George Nacard, Stan Craig and Kal Bagnall.

NEWS OF THE DIVISIONS OF PARAMOUNT PICTURES CORPORATION.....AUTOMETRIC CORPORATION;DOT RECORDS; K.T.L.A.-PARAMOUNT TELEVISION PRODUCTIONS; TALENT ASSOCIATES-PARAMOUNT LTD.; FAMOUS MUSIC CORP.



LOS ANGELES - Paramount Television Productions' Station KTLA cooperated superbly in conjunction with the local release of Hal Wallis' "Blue Hawaii." Bozo the Clown (above) devoted several plugs to the Elvis Presley film and distributed "Blue Hawaii" leis to his guests.

Wink Martindale's Talents

Wink Martindale is one of the most talented performers starring on Dot Records. But he also is a skilled master of ceremonies and is in great demand. As,for instance, at the premiere of "Breakfast At Tiffany's" at the Chinese Theatre in Hollywood. He



is shown above at that event, introducing Mr. and Mrs. Fess Parker. And at right above is cover of his latest - and enormously popular - Dot album.



AUTOMETRIC NEWS

Here's information for those who would like to send Season's wishes, or any other word of cheer to Lee E. Morton (of Autometric's Marketing Dept.). His address is:

1/Lt.Lee E. Morton,A02211940
141st TacticalFighter Squadron(TFS)
A P O 119
New York City, N.Y.



Awesome Coverage

This is the KTLA Telecopter covering the recent devastating fire in the Santa Monica Mountains above Los Angeles. The aircraft was in the air day and night transmitting the progress of the catastrophic inferno to KTLA from whence the action was transmitted nationally. This coverage was among the most epochal ever televised, and because it served as guide and warning to all residents menaced by the fires, it proved a service of incalculable worth. As such, it also won for Paramount's KTLA a host of commendations, notably those of the Governor of California and the Mayor and city officials of Los Angeles.



This is an off-the-TV-screen shot of KTLA general manager S. L. Adler carrying possessions from a menaced house. Mr. Adler was on the spot covering ground filming for telecasting, and the house he was at was demolished by flames seconds after this shot was made.



"Moon River," the song Audrey Hepburn sings entrancingly in "Breakfast At Tiffany's," is a music-publishing world hit a triumph for Famous Music Corp., and one of Paramount's success stories for 1961

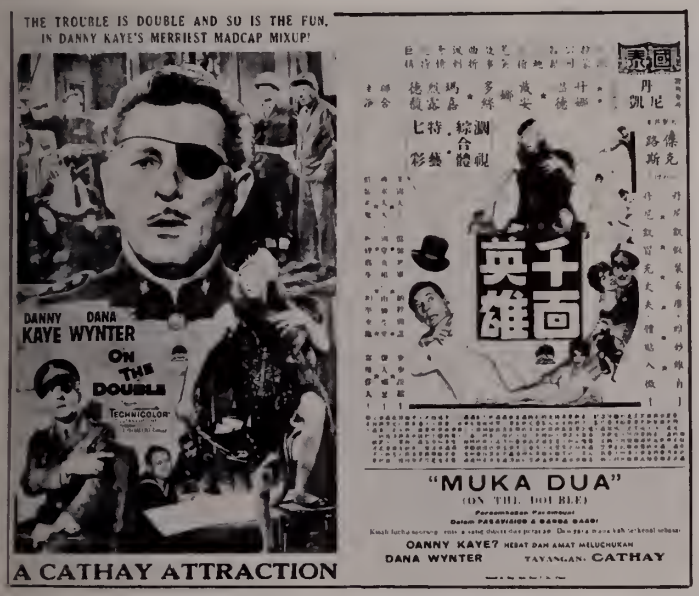
Above is cover of the Australian edition of the song.



SINGAPORE - One of the Cathay Organisation's many fine regional poster locations, this one with a "Greatest Show on Earth" message in English and Chinese.

BELOW

Effective handbill produced by Cathay for their showmanship campaign on Danny Kaye's "On the Double." It really produced results.





SINGAPORE - What more appropriate place for planting a banner for "All In A Night's Work" than on the headquarters of the Cinematograph Exhibitors' Association of Malaya! And of course mentioning the fact that the Shirley MacLaine comedy romp was at the Cathay Cinema.

派拉蒙燦爛的一年

眞的，當我們進入一九六二年時，它將是派拉蒙燦爛的一年。很多公司同人已經看過許多我們的新片，而予以佳評。這些好片，舉舉數例，如"「Hatari!」"「My Geisha」"「Blue Hawaii」"「The Counterfeit Traitor」"「The Man Who Shot Liberty Valance」"「The Errand Boy」"「The Pigeon That Took Rome」"「Malefices」"「Too Late Blues」"「Hell Is For Heroes」等等，它們都是我們上半年最佳的保證，以後的全年也會有這樣的好片。還有，憑我們全人優越的發行成績，我們相信「蘇絲黃的世界」（The World of Suzie Wong）、「龍虎恩仇」（One-Eyed Jacks）——還不要忘了「觸目驚心」（Psycho）——都將繼續於一九六二年在全世界的戲院開創新紀錄。

魏德納（Mr. Weltner）先生本月初在好萊塢，他看到尊福（John Ford）導演的新片 The Man Who Shot Liberty Valance 的完成。這部影片由占士·史超域（James Stewart），尊·榮（John Wayne）和維拉·美露絲（Vera Miles）合演，我們的副總裁說，這三位明星都有極佳演出，將來一定會受全世界歡迎。

本期中仍有一部份篇幅報導新星史丹拉·史蒂芬絲（Stella Stevens）。我們有一頁刊載她爲了新片 Too Late Blues 去倫敦的消息和圖片，證明她已經開始踏上明星之道，她的倫敦之行使派拉蒙對已經爲她安排好的一切更樂觀，這些你們可從每次我們的報導中看得出來。當你們發表這段消息時，也要把該片的男主角卜比·達林（Bobby Darin）和製片人兼導演約翰·卡沙凡蒂（John Cassavetes）同時予以注意。

從一九五六，「貓王」艾維斯·皮利士禮（Elvis Presley）躍登銀幕，受影迷歡迎到今天，全世界都在希望有一部像 Blue Hawaii 那樣的影片，可看到眞實的皮利士禮。這部華力斯（Hal Wallis）的片子，確實的按這題目供給影迷們的需要，不但是皮利士禮從影以來最佳的影片，而且把夏威夷最美的景色也攝入鏡頭搬上銀幕，你看此片時會好像聞到熱帶的花香和嘗到美麗的威基基海灘畔潑上來海水的鹽味。

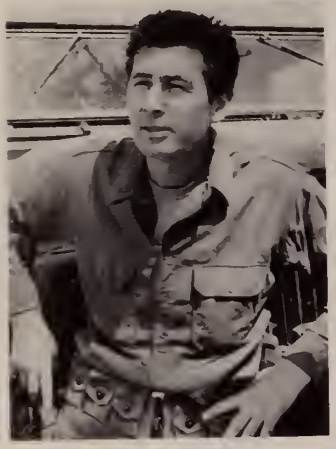
我們又要請你們注意幾個世界各地向我們報導的發行與宣傳活動。這種活動猶如我們這一行業務中的氧氣，你們也知道它會給予影片營業最好的效果。例如本期中關於這類的報導，尤其是星加坡「國泰機構」爲宣傳「千面福星」（On The Double）的一頁。編者很歡迎能夠收到這類圖片和消息，如果能在圖片的說明上注明負責此項宣傳的人名更好。我們對有功績的人們，總應該予以褒揚。

上月份會經報導關於我們獲得羅蘭士·奧里化（Sir Laurence Olivier）主演之電視新片「The Power and the Glory」的消息。此片將由派拉蒙全球發行（除了美國與加拿大）。它的片名正可代表這部新片——它的確有「力量」「Power」，而且將在銀幕上顯出「光榮」「Glory」。

* * * * *

I have been told that one of the reasons the astronomers of the world cooperate is the fact that there is no one nation from which the entire sphere of the sky can be seen. Perhaps there is in that fact a parable for national statesmen, whose political horizons are all too often limited by national horizons.

Adlai E.Stevenson



FESS PARKER contributes one of the finest performances of his distinguished film career in "Hell Is For Heroes."

"Twist" Winner

Trinidad won the unofficial race to be the first spot in the world to release "Hey, Let's Twist!"

Manager Howard Rochlin released the picture in Port-of-Spain on Thursday, December 21st.

We'll have a report on the engagement next month, along with a lot more international news on "Hey, Let's Twist!"

VI GÅR MOT ETT STRÅLANDE GOTT NYTT ÅR

* * * * * * * * * * * * *

Ja, så närmar vi oss då 1962, som ser ut att bli ett gott år för Paramounts vidkommande. Många av oss har redan sett och fröjdats åt flera av de nya toppfilmerna. "Hatari!", "Blue Hawaii", "The Counterfeit Traitor","The Man Who Shot Liberty Valance", "The Errand Boy","The Pigeon That Took Rome", "Malefices",



GREETING FROM FINLAND

Cover and inside message of the Christmas greeting received by the editor from Helsinki manager Kurt Troupp and the Paramounteers of Finland. Undoubtedly they were all deeply impressed by Audrey Hepburn and "Breakfast At Tiffany's."

****

"Too Late Blues", "Hell Is for Heroes" - för att endast nämna några få - är den lovande ingressen på ett år som bådar gott för fortsättningen. Vidare -- den utomordentligt effektiva och säljande reklamen för filmer som "The World of Suzie Wong","One Eyed Jacks" - för att inte nämna "Psycho" som fortfarande går segrande fram i många länder - är också glädjande tecken.

Mr. Weltner besökte i början av månaden Hollywood för att diskutera produktionsangelägenheter. En av de filmer han då såg i fullt färdigställt skick var John Fords "The Man Who Shot Liberty Valance". I huvudrollerna se vi James Stewart och John Wayne tillsammans med Vera Miles och enligt Paramounts vice-president är samtliga epel av toppklass. En film som har allt den skall ha för att bli en världssuccé.

Stella Stevens är namnet för dagen. Vi har en heleida nyheter och bilder från hennes besök i London i samband med "Too Late Blues", vilket material tydligt ger vid handen att unga Stella besitter det där odefinierbara "något", som slår hos publiken. Stora förhoppningar fästas således vid hennes kommande filmer för bolaget, om vilket ni skall få läsa emellanåt. Detta är nyheter som inte får glömmas när ni på olika håll planerar för premiären på "Too Late Bluee", där också Bobby Darin bör nämnas i sammanhanget samt, naturligtvis, producenten-regisören John Cassavetes.

Ända sedan 1956, året då Elvis Presley först blev synlig på biodukarna världen runt, till denna dag har man sett fram mot en film sådan som "Blue Hawaii", som låter oss se den verklige Elvis. Denna Hal Wallis-film är verkligen något alldeles extra; det är inte bara det att Elvis Preeley här gör eitt live roll, det är också en film som bjuder ögonfägnad i rikaste mått. Alltsammans är så naturtroget, så nära, att man kan känna doften av de tropiska blommorna och saltsmaken på tungan från vågorna vid det underbara Waikiki Beach.

Än en gång är vi angelägna att betona betydelsen av god reklam. Reklamen är ju själva kärnan så att säga i vår "business", och kanske förstår man detta så mycket bättre när man blir i tillfälle se resultaten av deeea strävanden i olika sammanhang att föra fram filmerna till publiken på slagkraftigast möjliga sätt. Se till exempel vad Singapore gjort, ta en titt särskilt på den sida,som visar vad Cath gjort för "One Eyed Jacks". Det är alltid till stor glädje att få dylika bevis på genomarbetat säljande förhandsreklam, speciellt trev ligt tycker vi det är om vi även får veta namnet, eller namnen, på vederbörande som gjort arbetet. Vi vill mycket gärna ge roeor där rosor är berättigade.



STOCKHOLM - Original Edith Head drawings of the fashions she created for "The Pleasure of His Company" have been popular showmanship items throughout Europe, and the very best of stores have welcomed them for window display purposes. Above is a fine example of this practical cooperation secured from the famous store of Pagelle in this city.



RIGHT

STOCKHOLM - Another splendid window show for "The Pleasure Of His Company," and a young couple, fairly obviously headed for matrimony, looking at the Edith Head creations with deepest interest.

I förra numret berörde vi Paramount International Films förvärvande av TV-framförandet av "The Power and the Glory" med Sir Laurence Olivier. Filmen kommer att eläppas ut av Paramount över hela världen, utom i Förenta Staterna och Canada. "Makten och härligheten" - ja, titeln låter oss ana en film av det riktigt stora och pampiga formatet.

The mass shipment of prints and posters on "Hey, Let's Twist!" repreeents the finest and most spirited accomplishment of its kind in many years of Paramount history.

PARAMOUNT EVENTS IN CONTINENTAL EUROPE



TOLEDO, Spain - Shirley MacLaine's comprehensive tour of Spain naturally brought her to this city, where she paid a visit to Domingo Ortega, dean of Spanish bullfighters. At left is Jaime Arias, Paramount's publicity head in Spain.



COPENHAGEN - Bill Holden strikes an obvious 'touristy' pose as he stands with producer William Perlberg, centre, and director George Seaton in a lull during filming of "The Counterfeit Traitor."

BELOW

MADRID - Wherever Shirley MacLaine went on her European tour, she really saw the place, north, south, east and west. Here she is in this city's historic Plaza Mayor.







This is the label on the bottle of wine that Charlton Heston is examining at right. The individual depicted is Mel Shavelson himself, and the text of the label reads:

Holy Wine of Father ?
Aged fast in the pigeon-coop of "Ciccio Massimo's Castle" while the light was right.

The allusions are of course to action and settings in "The Pigeon That Took Rome."



ROME - John B. Nathan and Charlton Heston exchange greetings at Melville Shavelson's "Easter Dinner" party, other scenes of which are shown elsewhere on this page. In the foreground is Mrs. Isa Bartalini, and in the background is dialog coach Harriet Medine.

RIGHT

CAIRO - Magnificent above-the-marquee display at the Rivoli Theatre for "Tarzan the Magnificent." ....And the picture did 'Magnificent' business.

ROME - Charlton Heston examines the label on a bottle of special champagne at the Easter Dinner Party given by producer-director Mel Shavelson to mark the end of Italian filming of his production, "The Pigeon That Took Rome." Shown to the right of Heston are: Mr. Shavelson, co-star Gabriella Pallotta, co-star Harry Guardino and assistant director Danny MacCaulsy.

Mr. Shavelson was a most genial host to the party of 145 persons at the Tuscolo Restaurant in Grottaferrata, near Rome. Every guest had his or her individual bottle of champagne, each bearing a special label shown elsewhere on this page.



One section of the big press table at the "Easter Dinner" party in Rome. Reading clockwise from left: Mario Jacchia, Mrs. Rose Niccoli, Sam Steinman of Hollywood Reporter, Alberto Torissi of Associated Press, Vieri Niccoli (part hidden); Harriet Medine, dialog coach; Renato Barneschi of "Gente," TWA's Mario Golinelli, and Tom Wood, unit publicist.

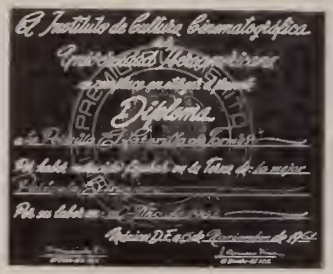
Tables were dressed in Easter Dinner fashion, with colored hardboiled eggs, big Easter chocolate eggs and 24 chocolate pigeons on the main table. The menu: Salami, tagliatelle (home-made noodles), lamb roasted on a spit, and the chocolate eggs filled with pastry and cream.

The party ended at 2 a.m. after Baccaloni had sung some famous old Roman and Neapolitan songs.

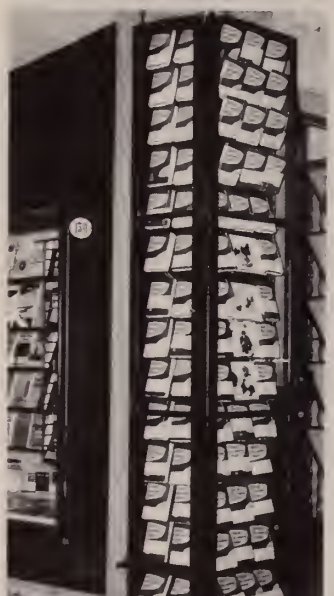


Noted Oriental character actor Philip Ahn has an important role in Hal Wallis' "A Girl Named Tamiko," starring Laurence Harvey and France Nuyen.

Ahn portrays the owner of a Japanese resort hotel in the Technicolor drama. The actor's brother, Ralph Ahn, also is featured in the film.



Diploma won at the Mexican Film Festival by "El Lazarillo de Tormes," Spanish-language production being distributed by Paramount throughout most of Latin America.



BUENOS AIRES - A most effective display was given by the Fausto Book Store to "El Pais de las Sombras Largas" (Country of Deep Shadow), the book on which "The Savage Innocents" was based, when the film opened at both the Opera and Metropolitan Theatres. A special strip around the book's jacket mentioned the Paramount production, and its stars, Anthony Quinn and Yoko Tani.

Paramount managing director Sam Bekeris was provided by the book's publishers with a list of all bookstores making a special display of the volume. (We have pictured another display on Page 33)



Bahia Blanca Blast

BAHIA BLANCA, Argentina - A blast in the adjoining premises which killed three persons, wrecked the Paramount office here recently. The Paramount staff had left only minutes previously. Picture above shows manager Pedro Polenta and an unidentified employee digging for the records and documents. These and all salvaged prints and other material were moved to temporary quarters where Mr. Polenta and his fine staff, despite adverse conditions, carried the company's business forward without a hitch.

Latin American division manager Henry B. Gordon telegraphed Mr. Polenta as follows: "To you and all Paramounteers my congratulations on your miraculous escape from the horrible disaster. All of our executives greatly appreciate your efforts and the work of your employees to protect our company's interests under these difficult circumstances. Best wishes to all."

PARECE QUE SERA UN AÑO MARAVILLOSO

* * * * * * * * * * * * * *

Sí, a la vista del año 1962 parece que será un año maravilloso para Paramount. Ya muchos miembros de la compañía han visto y evaluado varias peliculas de primer orden que llevarán la marca Paramount en este año vital. Películas de la categoría de "Hatari", "My Geisha", "Blue Hawaii", "The Counterfeit Traitor", "The Man Who Shot Liberty Valance", "The Errand Boy", "The Pigeon That Took Rome", "Malefices", "Too late Blues", "Hell Is For Heroes" - para mencionar unas cuantas - son la mejor garantia al comenzar un año de que el año antero sera bueno. Aun más - el formidable arte de exhibir demostrando por el mundo entero en lo que se refiere a películas como "The World of Suzie Wong" "One-Eyed Jacks" sin olvidar "Psycho", que continua batiendo "records" en muchos paises, es otro maravilloso augurio para 1962.

Mr. Weltner ha estado en Hollywood atendiendo asuntos de producción a principios del mes actual, y una de las películas que vió completadas fué la producción de John Ford "The Man Who Shot Liberty Valance". Esta película comprende los actores James Stewart, John Wayne y Vera Miles y el vicepresidente de Paramount dice que los tres actuan magnificamente en esta película que contiene todos los elementos para convertirlo en un éxito feliz y bienvenido alrededor del mundo.

Otro paso en el camino del estrellato de Stella Stevens puede ser reportado este mes. Tenemos una página de noticias y fotografias sobre la visita de Stella a Londres con relación a "Too Late Blues", y es clara esta evidencia que Miss Stevens goza del atractivo personal que convierte en astro. Esta visita confirma para Paramount aun más el optimismo que tiene sobre el programa de peliculas que ha proyectado para los servicios de Miss Stevens, sobre el cual podrán leer en nuestras columnas de vez en cuando. Mientras tanto, estas noticias deben ser tomadas en cuenta en todos sus proyectos para futuros planes locales de "Too Late Blues", haciendo mención tambien de la co-estrella Bobby Darin y del productor-director, John Cassavetes.

Desde 1956, cuando Elvis Presley fué exhibido por primera vez a los entusiastas del cine en todo el mundo, hasta hoy, todo el mundo ha estado esperando ver una película como "Blue Hawaii" para ver el verdadero Elvis. Esta producción Hal Wallis verdaderamente fué la contestación perfecta, dándonos no solamente al mejor Presley de todos, sino tambien una película que es un placer para la vista por sus magníficas panorámicas de Hawaii. Es todo tan real, que se pueden oler las flores tropicales y saborear la espuma salada del mar bañando las bellas playas de Waikiki.

Una vez más quisieramos dirigir su atención al énfasis aparente en el reportaje mundial sobre el arte de exhibir. El arte de exhibir es el oxigeno de nuestro negocio, y esto lo comprende uno de verdad cuando aprecia los magníficos resultados que produce un arte de exhibir sensato. Vea algo del arte de exhibir de Singapur en esta edición, especialmente la página sobre las actividades de Cathay referente a "On The Double". Es motivo de un placer editorial para nosotros recibir la evidencia del arte de exhibir y estamos aun más contentos cuando los títulos que nos envían con esta evidencia contienen los nombres de la persona, o personas, responsables para ello. Siempre tratamos de reconocer los méritos a la persona que se los merece.

El mes pasado dimos la noticia sobre la adquisición por Paramoun International Films de la exhibición televisada de "The Power and The Glory" en la que figura Sir Laurence Olivier. Esta película será estrenada por Paramount en todo el mundo menos en los Estados Unidos y Canadá. Y puede estar seguro que este asunto tiene realmente "poder" y realmente lleva "gloria" a la pantalla.

LATIN AMERICAN SCENE AGLOW WITH PARAMOUNT EVENTS





BELO HORIZONTE, Brazil - The arrival here of Janet Leigh on a personal appearance visit was an event of great local importance. Above, she is being welcomed at the airport by Dr. Victor Marcio Campos, Director of Cinemas e Teatros Minas Gerais S.A. of Belo Horizonte.

SOCKO 'PSYCHO

Another wonderful "Psycho" despatch is this cable from Andres Sanz, Colombia manager:

"Psycho" first week Lido Theatre, Medellin, 310% over average of house. Same terrific success as achieved in Bogotá.

Sanz



Here Janet Leigh is speaking with Dr. Jacques Luciano Resende Pereira at the Metropolitan Cinema in Belo Horizonte, where Paramount's Alfred Hitchcock thriller, "Psycho," is to be released shortly.

High Praise for Janet

Last month and again this month we have word on the wonderful personal visit made by Janet Leigh to Brazil. The visit of the co-star of "Psycho" coincided with the release of "Psycho" in the great South American republic, and Janet's work on behalf of the Alfred Hitchcock thriller was virtually of a priceless nature. Here are the facts in the words of A. Stephen Clug, Paramount general manager in Brazil:

"Here are photographs of Janet Leigh's visit to Belo Horizonte, where she visited the theatre in which we will shortly be releasing "Psycho.' She plugged 'Psycho' on TV and in the newsreels. The visit also included Brasilia and Goiania.

"All I can say about her trip is that it is the most successful one any Hollywood star has made to this country. She was sensational everywhere she went and in everything she did, and was so natural, intelligent and charming that she left a wonderful impression with people, from ex-President Kubitschek to the students of schools she visited in various cities along the way....."

SANTIAGO, Chile: A sentimental party was held here last month to wish Mrs. Rosario Paredes a happy 'bon voyage' as the very loyal and wonderful worker left Paramount after 33 years in order to travel to New York. Pictured in the group above are, seated L to R:

Miss Julia Rodriguez, cashier; Mrs. Alicia O'Brien, branch control; Miss Elba Vega, Manager's secretary; Mr. Sergio Rosenbaum, sales manager; Mrs. Rosario Paredes; Manager Juan Laupheimer; Miss Delfina Harms, ad-sales clerk; Mr. Ernesto Córdova, Valparaíso branch manager.

Standing: Mr. Eduardo Lagos, accounting clerk; Mr. Héctor Carrasco, accounting clerk; Mr. Alfredo Patiño, publicity manager; Mr. Pedro Vergara (part hidden) office boy; Mr. Roberto Cooper, accounting clerk; Mr. Atilio Galvez, film inspector; Mr. Lorenzo Ortega, booker; Mr. Jorge Inostroza, accounting clerk; Mr. Gonzalo Santos, shipper; Mr. Enrique Oyanadel, assistant accountant; Jose Moreno, janitor. (The accountant and two other employees were absent from the picture.)



This is the gold brooch given to Mrs. Paredes from the entire Santiago staff. Centre is an old Chilean gold coin, with a special inscription engraved on back.



(left) BOGOTA, Colombia - Lunch in honor of visit by Henry B. Gordon, Latin American division manager. L to R: Humberto Manrique, Cali branch manager; Iván Jaramillo, Barranquilla branch manager; Ismael Russi, assistant manager; Mr. Gordon; Andres Sanz, Colombia manager; Luis A. Mendoza, general accountant; and Norman Kostich.

Sorry!

There should have been a column of news in Portuguese on this page - but fate was against us. The original column, sent to Rio de Janeiro for translation, was lost in the mails. A repeat column, sent post-haste, likewise had not come to hand even though we delayed press time 48 hours.

It must have been the heavy pressure on the mails at Christmas time!



ED SULLIVAN photo

NEW YORK - An interesting camera study of star Yves Montand and Paramount dubbing director Isy Pront during the recording of the French language track of "My Geisha" at the Titra Studio here earlier this month.



SANTIAGO, Chile - This lobby of the Rex Theatre is certainly 'charged with a Paramount atmosphere.' First there is the central figure of Jerry Lewis' "The Bellboy." Background-this is the huge poster for "The World of Suzie Wong," which Paramount manager Juan Laupheimer termed "The biggest success this year." And finally, beneath the Lewis standee is an announcement concerning the exciting Paramount short feature, "Boats A' Poppin'."

ERIE, Pennsylvania - The fifteen members of the YMCA-YWCA Hula-Twist Party for teenagers staged in conjunction with the local showing of "Blue Hawaii" at the Warner Theatre. According to Bob Bowman, Warner district manager, party was a big success and a fine aid to the film.





NEW YORK - Eminent exhibitor in very good company. The showman, at right, is Merton Shapiro, from Philadelphia. His nearest 'company' is the fascinating Stella Stevens. And not too far away are Paramount Film Distributing's general sales manager, Jerome Pickman, and Mrs. Pickman. The occasion: Paramount's "Hey, Let's Twist!" party at the Peppermint Lounge in the Times Square area.

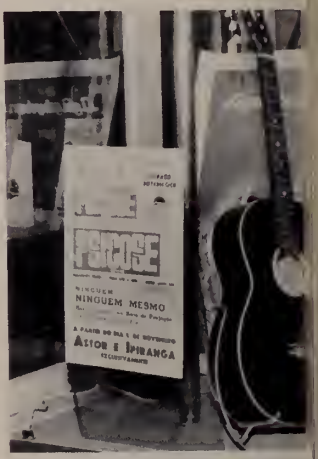


NEW YORK - Section of the reception at "21" following the premiere of "Summer and Smoke" at the DeMille and Sutton Theatres. James E. Perkins, president of Paramount International, and Howard G. Minsky, assistant general sales manager of Paramount Film Distributing Corp., at left. Mrs. Perkins and Mrs. Minsky opposite them.



LEFT

SAO PAULO - Inside of the lobby of the Ipiranga Theatre which gave first-release to "Psycho" day-and-date with the Astor. (Elsewhere we have given top space to the display in the Ipiranga's outside lobby - one of the most sensational flashes ever seen in any theatre anywhere).



SAO PAULO - Displays of this type carried the "Psycho" message from a host of stores in this city. We received a list of the co-operating shops and it is much longer than from here to there.

It's good to have money and the things that money can buy; but it's good to check up once in a while and make sure you haven't lost the things that money can't buy.

George Horace Lorimer



If a dog will not come to you after he has looked you in the face, you ought to go home and examine your conscience.

Woodrow Wilson

"SUMMER AND SMOKE" HAS A STAR-STUDDED HOWING IN HOLLYWOOD

The Screen City's stellar figures responded in full force to the invitations of producer Hal Wallis, Paramount studio head Jack Karp and production head Martin Rackin to come to the Fine Arts Theatre in Beverly Hills and behold the film masterpiece that had been wrought from Tennessee Williams' stage classic, "Summer and Smoke."



Geraldine Page, left, and Laurence Harvey, co-stars of the film, with Dick Haynes, m/c of the premiere, in the lobby of the Fine Arts.



At left is a lovely Paramount star of yesteryear - Patricia Morison. At right is the opera-star-turned-film-player, Baccaloni, who has an important role in "The Pigeon That Took Rome."

"Summer and Smoke" already is confirmed as a massive box-office success wherever released in the U.S.A.



Hal Wallis, producer of "Summer and Smoke," was on hand with two of his finest contract players - Dolores Hart and Earl Holliman.



Mr. and Mrs. Jack Karp.



Mr. and Mrs. Martin Rackin.





John Wayne, a familiar figure on the Paramount lot these days, brought his daughter, Toni, to see the Wallis production wizardy and the acting genius of Geraldine Page and Laurence Harvey.



France Nuyen, who is giving a glowing performance in the name role of Hal Wallis' "A Girl Named Tamiko," is introduced to the premiere throng.

AT LEFT

Italy's Marietto, who scored so tellingly in "It Started In Naples," and who is co-starred in "The Pigeon That Took Rome," is over-awed by his first Hollywood premiere.

In New York, Paramount's showmanship forces are joined with those of the RKO Theatres Circuit in an aggressive campaign in behalf of Jerry Lewis' "The Errand Boy."

Among the stunts slanted for newspaper space is a contest on "My Funniest Experience As An Errand Boy." Also a special showing for newspaper route boys.



Yes, this is really Shirley MacLaine in the role she performs magnificently in "My Geisha."

Gower Champion, who achieved international screen fame with his wife, Marge, as a dance team, is to direct his first motion picture. It is Debbie Reynolds' "My Six Loves." Gant Gaither is to be the producer.

The story centers on a famous musical comedy star who adopts six children orphaned through an automobile accident.

HET ZIET ER NAAR UIT DAT WIJ EEN SCHITTEREND JAAR KRIJGEN

* * * * * * * * * * *

Ja, nu wij aan het begin van 1962 staan, ziet het er inderdaad naar uit, dat het een prachtig jaar voor Paramount zal worden. Reeds vele leden van de maatschappij hebben een aantal van onze topfilms gezien en toegejuicht, films welke in dit belangrijke jaar het Paramount handelsmerk zullen dragen. Films van het kaliber van "Hatari!", "My Geisha", "Blue Hawaii", "The Counterfeit Traitor", "The Man who shot Liberty Valance", "The Errand Boy", "The Pigeon that took Rome", "Malefices", "Too Late Blues", "Hell is for Heroes" -- om er slechts enkele te noemen -- zijn aan het begin van een jaar de beste garantie, dat het hele jaar goed zal worden. Wat meer is - de uitmuntende publiciteit over de gehele wereld aan de dag gelegd ten aanzien van films als "De Wereld van Suzie Wong", "Vergelding" en niet te vergeten "Psycho", welke nog steeds in vele landen records breekt, is een ander schitterend voorteken voor 1962.

Mr. Weltner was aan het begin van deze maand voor productie aangelegenheden in Hollywood, en een van de films welke hij in voltooide vorm zag, was John Ford's productie van "The Man who shot Liberty Valance". De film heeft James Stewart, John Wayne en Vera Miles in de hoofdrollen, en de Paramount vice-president zegt dat zij alle drie een schitterende vertolking geven in een film die àlles heeft om een wereldsucces te worden.

Deze maand berichten wij U wederom over Stella Steven's weg naar de roem. Wij hebben een pagina met nieuws en foto's over Stella's bezoek aan Londen in verband met "Too Late Blues", en uit alles blijkt zeer duidelijk, dat Miss Stevens de juiste persoonlijkheid heeft, welke nodig is om een grote ster te worden. Dit bezoek heeft Paramount zelfs nog optimistischer gemaakt omtrent het productieschema dat is uitgestippeld voor films met Stella Stevens, en waarover U van tijd tot tijd in onze kolommen zult kunnen lezen. Ondertussen, houdt U rekening met dit nieuws voor Uw voorbereidingen voor het uitbrengen van "Too Late Blues", waarbij uiteraard ook aandacht besteed moet worden aan tegenspeler Bobby Darin en aan producer-regisseur John Cassavetes.

Van 1956 af, toen Elvis Presley voor het eerst voor zijn filmfans over de gehele wereld op het witte doek verscheen, tot vandaag, heeft de wereld uitgezien naar een film als "Blue Hawaii", waarin men de ècht Elvis te zien krijgt. Deze Hal Wallis productie gaf hier inderdaad het enige juiste antwoord op; niet alleen geeft deze ons de beste Presley, maar het is ook een film di een genot voor het oog is met zijn schitte rende opnamen van Hawaii. Het is allemaal echt, dat je de geur van de tropische bloe men kan ruiken èn het zout kan proeven, da opspringt uit de golven van het mooie Waikiki Beach.



RIGHT

One of the ballroom scenes of "Hey, Let's Twist!" In the centre foreground, really twisting, is the celebrated film star, Hope Hampton.

Belgian 'Foot'-note...

In connection with the Brussels engagement of Jerry Lewis' "CinderFella" at the Victory, LeRoy and Astrid Theatres, we quote the following showmanship item from Paramount manager Julian Binstock's weekly report:

For the publicity campaign a most amusing tie-up was arranged. The principal Belgian shoe manufacturer contributed one thousand pairs of shoes of a style speacially created for Paramount's CINDERFELLA. He set up a 'throne' in each of the theatres and as each male patron bought a ticket he had a chance to try on a pair of shoes. If the fit was okay, the shoes were his, free. Tie-up was advertised for four weeks in advance of the opening.

Showmanship stunt had particular significance in view of the film's French title - which translated as "Cinderella With Big Feet."

Wederom willen wij nadrukkelijk Uw aandach vestigen op het belang van wereldwijde berichtgeving van publiciteitsactiviteiten. Publiciteit is de zuurstof van ons bedrij en U zult dit des te meer beseffen als U d prachtige resultaten van wat goed gerichte publiciteit kan bereiken, aanschouwt. Bekijk in dit nummer eens de Singapore showmanship, in het bijzonder de pagina van de Cathay's activiteiten met betrekking tot On the Double. Het zal onze redactie een groot genoegen zijn op de hoogte te blijve van publiciteitscampagnes, en wij zullen zelfs nog gelukkiger zijn als de captions die met de foto's meegezonden worden de na of namen van de verantwoordelijke personen bevatten. Wij proberen altijd zoveel mogelijk van het standpunt uit te gaan: ere wi ere toekomt.

De vorige maand brachten wij berichten ove de verwerving door Paramount International Films van de televisie voorstelling van "The Power and the Glory" met Sir Laurence Olivier. Deze film zal door Paramount over uitgebracht worden behalve in de Ver.State en Canada. En U kunt het van ons aannemen, dat deze productie waarlijk "Power" heeft en waarlijk "Glory" op het filmdoek zal brengen.

NEXT MONTH WE SHALL START OFF 1962 WITH A PANOPLY OF EVIDENCE ATTESTING TO OUR BELIEF THAT THE HOWARD HAWKS PRODUCTION,"HATARI!", IS NOT ONLY A HIGH-SPOT PICTURE FOR 1962 - BUT FOR ALL TIME. THE MIGHTY PICTURE IS NOW COMPLETED, AND WHEN YOU GET A LOOK AT IT,OUR ENTHUSIASM WILL BE UNDERSTOOD.

SHOWMANSHIP EVERYWHERE IS DECIDEDLY ON THE UPBEAT...



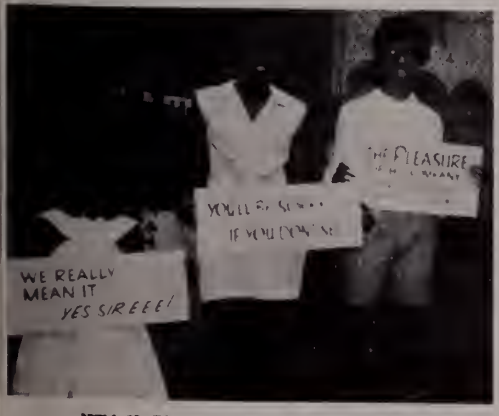
Managers' Round Table

Conducted in Association with the Quigley Awards for Showmanship

SIDNEY H. REICHETNIK, Editor

Sorkin's "Miss Teenager of Syracuse" Stunt Highlight of Big "White Christmas" Bally

SYRACUSE, N.Y. The wonderful showmanship accorded Paramount's "White Christmas" throughout this upstate New York area has been further accoladed by this page in Dec. 6th Motion Picture Herald. Illustration and text laud Sol L. Sorkin, manager of RKO Keith's Theatre here for his "Miss Teenager of Syracuse" showmanship which won the support of all high schools in the area, and which was linked directly with the massive campaign on "White Christmas." Mr. Sorkin is at the right in the group illustrated.



NEW YORK - Three girls, patrons of Loew's 116th Street Theatre (Irving Gross, manager), display the rhyming verse designed to call attention to "The Pleasure of His Company." The girls covered the business section of the area, and created much favorable comment in the film's behalf.



EL PASO, Texas - As part of his showmanship for the opening of "Blue Hawaii" at the Plaza Theatre here, the manager arranged a Hawaiian luau inside the theatre, with all patrons invited to be guests. Above is the setting before the hungry patrons descended on the succulent Hawaiian foods.



SINGAPORE - A most effective showmanship device that is not used often enough is the mobile. Here's a very effective mobile prepared by the Cathay Organisation in connection with the engagement of Danny Kaye's "On the Double" at the Cathay Theatre. (It is demonstrated here by Lenore Sheindlin, secretary to Paramount World's editor).

BELOW

CHICAGO - Disc jockeys Ernie Simon (WJJD), Jerry Healey (WBBM), and Gene Taylor (WLS), seem delighted over their participation in the showmanship campaign for Jerry Lewis' "The Errand Boy" at the Chicago Theatre. (More pix on Page 37).





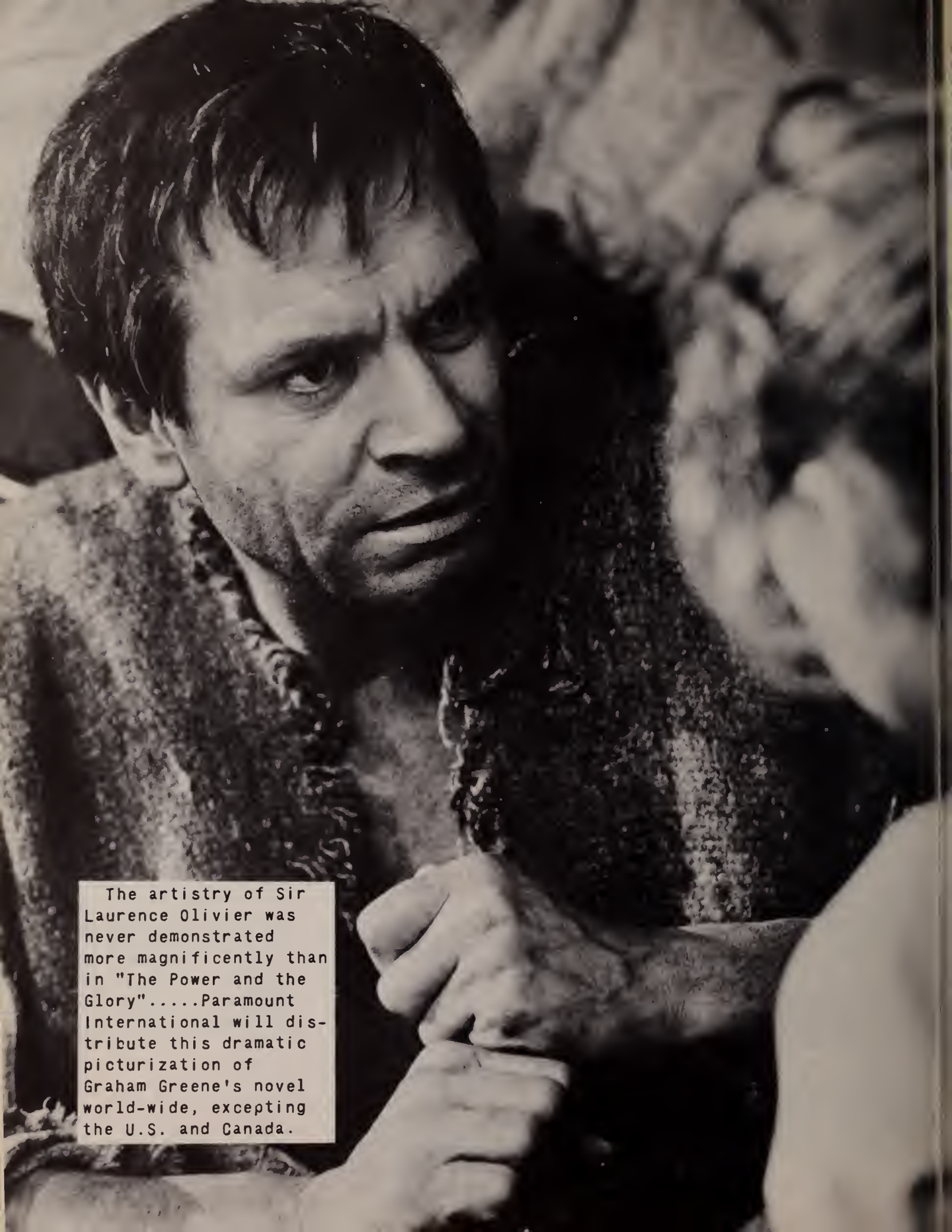
ABILENE, Texas - For the opening of "Breakfast At Tiffany's" at the Paramount Theatre, manager Truman Riley located an actual 'Mr. Tiffany' and engaged him as host at a special breakfast matinee where free coffee and donuts were served. Showmanship got plenty of local attention and materially helped the box-office. In the photo: Mr. Tiffany in chef's cap, and manager Riley welcome an early-bird patron.



SAN FRANCISCO - At the opening of "Blue Hawaii" at the St. Francis here, the manager arranged with disc jockeys of Station KEWB to play hit songs from the film and to distribute leis to members of the Elvis Presley Fan Club. In turn, fan club members also 'decorated' disc jockeys Chris Borden and Ken Knox, shown above. Stunt garnered lots of good press space.

Next Month....

We will feature a showmanship story from Singapore which, at the outset of 1962 will demonstrate why active, physical showmanship is the very best source material for providing a firm flow of revenue at the box-office. Our report will concern Jerry Lewis' "The Ladies' Man." The theatre: the Cathay Organisation's flagship, Cathay.



The artistry of Sir Laurence Olivier was never demonstrated more magnificently than in "The Power and the Glory".....Paramount International will distribute this dramatic picturization of Graham Greene's novel world-wide, excepting the U.S. and Canada.

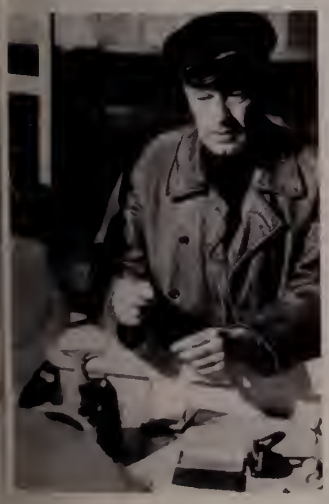
"A Member of the Team," a twenty-minute, 16mm documentary film, was made by Perlberg-Seaton Productions, on the logistical support by Lufthansa German Airlines, during the filming in Europe of "The Counterfeit Traitor."

Considerable footage is devoted to the behind-the-scenes film production as well as the passenger and cargo support Lufthansa contributed in the United States, Germany, Denmark and Sweden. The picture was produced by Theodore Taylor.



ROMY SCHNEIDER, lovely co-star of "Forever My Love," an early 1962 release by Paramount.

No question is so difficult to answer as that to which the answer is obvious.
George Bernard Shaw





HOPE HAMPTON, former screen star and a New York City celebrity at opening nights, wore a fortune in jewels and mink when she came to the Pathe Studio for her role in "Hey, Let's Twist!" She put aside her furs and bijoux for this scene with Joey Dee, the showmanship film's dancing and singing star.

ES SIEHT NACH EINEM WUNDERVOLLEN JAHR AUS

* * * * * * * * * * *

Tatsächlich, das Jahr 1962, auf das wir zusteuern, sieht ganz nach einem wundervollen Paramount-Jahr aus. Viele Mitglieder unserer Gesellschaft haben bereits eine ganze Reihe Spitzenfilme, die das Paramount-Gütezeichen in dieses wichtige neue Jahr tragen werden, gesehen und gelobt. Filme vom Kaliber "Hatari" "Meine Geisha", "Blaues Hawaii", "Verrat auf Befehl", "The Man Who Shot Liberty Valance", "The Errand Boy", "The Pigeon That Took Rome", "Malefices", "Auf falschen Wegen" und "...die ins Gras beißen" - um nur einige zu nennen - sind für einen Jahresstart die beste Garantie, daß auch das ganze übrige Jahr gut werden wird. Darüberhinaus ist die ausgezeichnete Schaumannsarbeit, die überall in der Welt für solche Filme geleistet wird, wie "Die Welt der Suzie Wong", "Der Besessene" und nicht zu vergessen "Psycho" - die immer noch in vielen Ländern alle Rekorde brechen - ein weiteres guten Vorzeichen für 1962.

Mr. Weltner hielt sich in Produktionsangelegenheiten Anfang des Monats in Hollywood auf. Einer der Filme, die er in fertiggestellter Form sehen konnte, war die John Ford-Produktion "The Man Who Shot Liberty Valance". Der Paramount-Vizepräsident sagt von James Stewart, John Wayne und Vera Miles, den Stars dieses Filmes, daß alle Drei großartige schauspielerische Leistungen zeigen und daß der Film alle Voraussetzungen mit sich bringt, überall in der Welt ein großer Erfolg zu werden.

In diesem Monat wurde uns auch berichtet, daß Stella Stevens eine weitere Stufe der Leiter zum Starruhm erklommen hat. Über Stellas Besuch in London im Zusammenhang mit dem Film "Auf falschen Wegen" bringen wir eine Seite mit Nachrichten und Fotos. Dieses Ereignis hat es bewiesen, daß Stella Stevens jene persönliche Anziehungskraft besitzt, die für einen Star unerläßlich ist. Paramount ist durch diesen Besuch noch optimistischer im Hinblick auf die geplanten Stella Stevens-Filme geworden, über die Sie in unseren Artikeln von Zeit zu Zeit lesen werden. In der Zwischenzeit werden Sie wohl unsere Berichte bereits in die Vorwerbung für Ihre jeweilige Erstaufführung von "Auf falschen Wegen" unter gleichzeitiger Berücksichtigung von Stella Stevens Partner Bobby Darin und dem Regisseur John Cassavetes miteinbezogen haben.

Seit 1956, als Elvis Presley sich zum ersten Mal den internationalen Leinwandfans vorstellte, bis heute hat die ganze Welt auf einen Film wie "Blaues Hawaii" gewartet, der Elvis zeigt, wie er wirklich ist. Diesen Wunsch hat die Hal Wallis-Produktion in vollkommener Weise erfüllt, denn der Film zeigt nicht nur Elvis Presley von seiner besten Seite, sondern er beglückt auch das Auge mit seinen wundervollen Aufnahmen von Hawaii. Es ist alles so echt, daß Sie vermeinen, den Duft der tropischen Blüten einzuatmen und die salzige Gischt zu schmecken, die die Wellen über den lieblichen Strand von Waikiki versprühen.

Noch einmal möchten wir Sie darauf aufmerksam machen, welche Wichtigkeit wir den Reportagen über die Schaumannsarbeiten beimessen. Schaumannsarbeit ist für unser Geschäft so wichtig, wie für den Menschen die Luft zum Atmen. Auch Sie sind davon überzeugt, wenn Sie sich die wundervollen Ergebnisse einfühlsamer Werbung vergegenwärtigen. Betrachten Sie sich z.B. in der heutigen Ausgabe einige der Singapur-Schaumannsarbeiten, besonders die Seite über Cathays Bemühungen zu "Unternehmen Pappkamerad". Uns macht es ganz besonderes Vergnügen, Zeugnisse dieser Schaumannsarbeiten zu veröffentlichen und wir freuen uns sogar noch mehr, wenn die Dokumentationen die Namen der Personen tragen, die für die Werbung verantwortlich sind, denn wir bemühen uns immer, diejenigen herauszustellen, denen eine Anerkennung gebührt.

Vergangenen Monat berichteten wir über Paramount International Films' Neuerwerbung des TV-Streifens "Die Kraft und die Herrlichkeit" mit Laurence Olivier als Hauptdarsteller. Der Film wird von Paramount überall außer in den USA und Kanada verliehen werden, und Sie können versichert sein, daß diesem Unternehmen wirklich "Kraft" innewohnt und es wirklich "Herrlichkeit" auf die Leinwand bringen wird.

AT LEFT One of the many impersonations carried out by William Holden in the exciting drama of World War II - "The Counterfeit Traitor."

Karachi: "Psycho" Socko

The sun, it seems, never sets on a "Psycho" success. For many months we have been reporting them in type - and they all ruh true to type. Here's the latest one, reported from Karachi, Pakistan, by Far East division manager S.A.Henriksen, who happens to be in Hongkong:

"PSYCHO" OPENED PALACE THEATRE, KARACHI, NOVEMBER 24, ALL SHOWS SOLD OUT. ADVANCE BOOKINGS BIGGEST IN THEATRE'S HISTORY. AUDIENCE REACTION SENSATIONAL. (Figures of receipts showed this to be unmistakable).

The Stella Stevens Conquest of London and Paris



The press didn't have Stella Stevens' attention all of the time. Here she does a camera shot with her host, Fred Hutchinson, Paramount Film Service managing director, at left, and Howard Harrison, Paramount British Pictures managing director.

SSSSSSSS

(Continued from rage 3)

do a special recording at the B.B.C. Studios there. She was interviewed by Peter Haigh, one of our leading radio and TV comperes, for the sound programme, "Movie-Go-Round". This has a top Sunday listening figure. Stella's recorded interview will be used in conjunction with 15 minutes of clips from "Too Late Blues" to be broadcast in the edition of the programme set to coincide with the London general release of the picture.

On returning to her hotel following the press reception, Stella did some more press photos for one or two callers at the hotel. In the evening she went to a performance of "Luther" at the Phoenix Theatre, and during intermission, went backstage to meet the star of the play, Albert Finney. Here again, our girl swept all before her!

On Tuesday morning, Stella was due to do an interview spot for the B.B.C. with Gordon Gow but, unfortunately, Gow was indisposed and this had to be cancelled. However, two very successful private interviews were arranged for Tony Welles of "Today", a leading national weekly, and "ABC Film Review", which is on sale at every ABC house throughout the country. Interviewer here was associate editor Peter S. Haigh (not to be confused with the Peter Haigh of the BBC).

Following these interview sessions, Stella lunched with Donald Zec, film columnist for the national Daily Mirror, and the man we had arranged to interview her on BBC television in "Picture Parade". Donald had already met Stella in the U.S., so he was, to us, a friend and ally.

The actual live telecast went wonderfully well. Stella had a top spot in the show being introduced by Robert Robinson and, as already mentioned, interviewed by Zec. She spoke about "Too Late Blues", Cassavetes, etc. and came across as a very intelligent person obviously dedicated to what she is doing. Slips from "Shadows", "Blues" and "Li'l Abner" were also shown, and I should point out that it is very unusual for this programme to give such a build-up to one star and feature.

On Wednesday morning, the keystone Photo Agency, one of the foremost in this country, did a special "Across London" photo layout on Stella. This took her down to Battersea Bridge, where she mixed with transport lorry drivers, drunk "hot tea" (not coffee!) from a roadside stand; did a series of pictures in the leaves by the Albert Memorial and in Kensington Gardens and then to other top pictorial spots such as the Embankment, Westminster Abbey, Buckingham Palace, Tower Bridge, etc.

On returning to her hotel in the mid-afternoon, after the morning that had seen her, at various times, shoeless and coatless, despite the English winter, Stella went straight into a picture session with "Vogue" being interviewed at the same time by Mary Holland of this magazine. Although she had only just come in, out she went again with the "Vogue" people to get some special shots in a Piccadilly car sales room!

Immediately following this session, she did

(Continued on Page 38)

Report from Mr. Hutchinson...

Following the press showing of "Too Late Blues," Fred E. Hutchinson, managing director, wrote to Mr. J.E. Perkins in New York as follows:

A great promotion job on Stella Stevens has been done by Jack Upfold and the publicity department. I attended the press show and moving among the critics I gathered that they were very much impressed by Miss Stevens. They surrounded her and bombarded her with questions which she answered intelligently and with superb calm and poise. I think she will get a great press. She has been most co-operative and anxious to meet every request, and has acquitted herself excellently through a very busy week. Her T.V. interview in 'Picture Parade' was excellent.



LONDON - Stella talks with the noted columnist of the Daily Mirror, Donald Zec, prior to being interviewed by him on the B.B.C. television programme, "Picture Parade." On the air they discussed "Too Late Blues" at length and clips from "Blues," "Shadows" and "Li'l Abner" were shown.

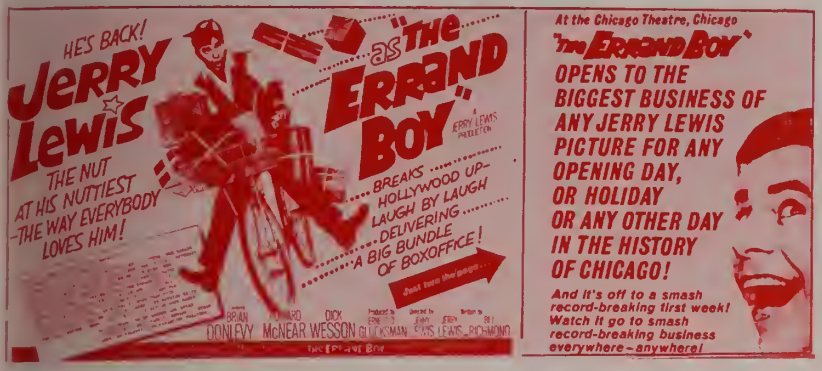
As might be expected, the one question which everywhere confronted Stella Stevens was: "Now that we have seen you in 'Man-Trap' and 'Too Late Blues' — what does Paramount now have you set for?"

We hope to announce in next month's issue the next picture in which Stella Stevens will star.



Stella Stevens took in a great deal of London during her stay. Here she is backgrounded by the simple but regal beauty of Buckingham Palace.

"THE ERRAND BOY" ALREADY LOOMS AS 'THE GREATEST JERRY LEWIS SHOW ON EARTH'

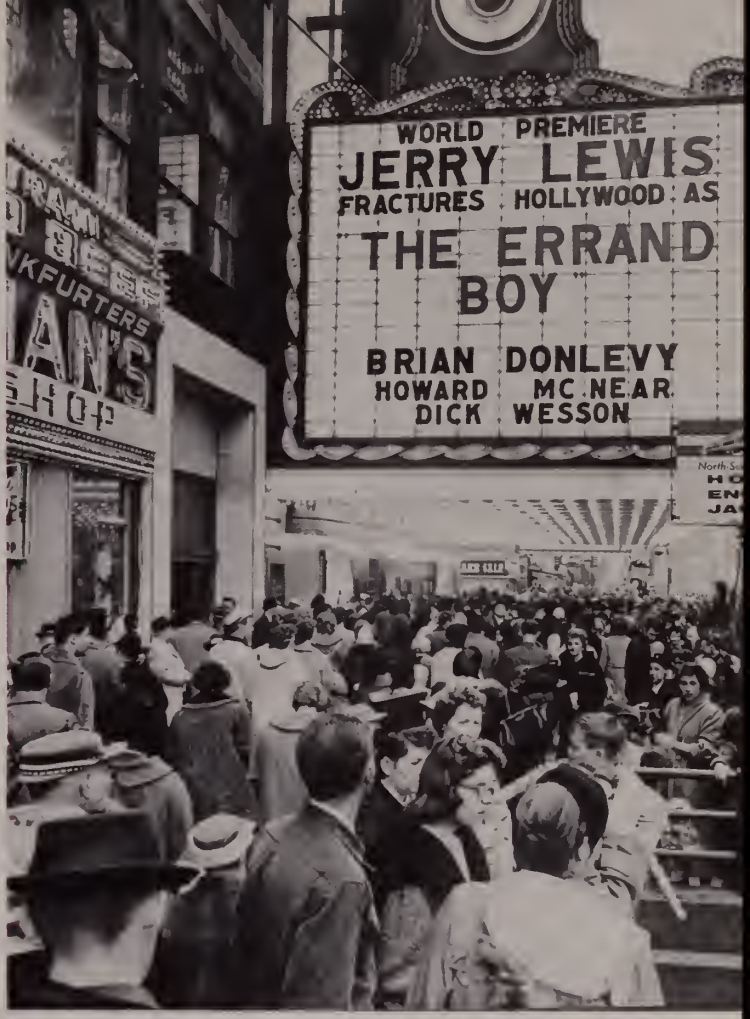


The above 3-page trade paper spread, and the pictorial evidence at right, represent but the beginning of a Jay-Ell Avalanche that seems destined to smash a lot of records as 1962's momentum gets under way. Jerry, whose supply of tricks, gags and fac-simile impersonations seems endless, brings a veritable stack of them to bear on the audiences of the world in "The Errand Boy."



Some of the thousands of orphans who attended the special morning screening of "The Errand Boy" at the Chicago Theatre. They also had the thrill of hearing Jerry Lewis as he spoke to the audience by telephone from Las Vegas.





CHICAGO - Many elements of showmanship devised by Ed Seguin, advertising and publicity director of B & K Theatres, in cooperation with Paramount showmanship executives, brought record-breaking business to the Chicago Theatre with the world premiere of Jerry Lewis' "The Errand Boy."

Included in the showmanship campaign were: full cooperation from leading disc jockeys, a number of contests, and a huge morning showing for the largest charity orphanages in the Chicago area. One of the contests, which attracted thousands of entries, had radio and TV listeners describing in 25 words or less "Why they would like to be Jerry Lewis' 'Errand Boy.'"

Through Maggie Daly of the Chicago American, the oldest Errand Boy in Chicago was located. He is John Bredies, 87, and is shown at right as he receives a plaque from former Olympic track star (the world's fastest errand boy) in honor of 70 years of service to Chicago's business enterprises.



Jerry Lewis selected Owens to make the award because Jesse was, in his younger days, an errand boy in the United States Senate and was considered to be "the world's fastest errand boy."

CLIFTON, New Jersey - The entire fleet of 2,000 trucks of North American Van Lines will carry three-foot banners announcing Jerry Lewis' "The Errand Boy" throughout the entire month of December. North American Van Lines go completely across the United States, and cover every main highway in the country.



In Kensington Gardens, during her London tour, Stella had a chance to admire the work of one of the city's many hopeful but struggling artists.



While in London, Stella saw some of the shows, including the Anthony Newley musical, "Stop the World - I Want To Get Off." She went backstage to meet Newley, with whom she is seen here. Also there was Joan Collins, popular screen and stage star.



B.B. and S.S.

In other words, Big Ben and Stella Stevens, one of many characteristically London background shots illustrative of the fine way in which Miss Stevens saw the British capital.

He is a good man who can receive a gift well.
Ralph Waldo Emerson

Stella - and "Royal Rose of Wimpal"



Stella Stevens with "Royal Rose of Wimpal," the gift of Mr. and Mrs. Fred Hutchinson, shown with her.

Stella Stevens was a surprised and happy young woman when she left London en route to Paris. As a parting gift, and as a token of appreciation for the excellent work she had done for the London promotion of "Too Late Blues" and "Man-Trap," Paramount's managing director, Fred Hutchinson, presented Stella with a 10-weeks old Yorkshire Terrier puppy.

Himself a Yorkshire-man, Mr. Hutchinson had heard that Stella's own dog of the same breed was recently stolen, and this seemed a very good time to make good her loss.

Stella's new dog is named "Royal Rose of Wimpal," and comes from a long line of champions. She is registered at the British Kennel Club, the registration having now been transferred to Stella. To avoid European quarantine, the dog was shipped direct to Los Angeles, and has since been reunited with Stella.

CONTINUED FROM PAGE 36

an interview and photo session with the influential "Evening Standard" newspaper and reporter Gerard Carett. This was followed by another picture session for Bob Hope (yes, that was the name !!) of the Daily Mirror. Incidentally, for each of these sessions, Stella, without a murmur, changed her wardrobe. The last interview was



One of Stella's many happy meetings was with executives of Associated British Cinemas, the alert organisation that will present "Too Late Blues" and other Paramount product over their British circuit. She is shown above with some ABC showmen. L to R: Clifford Ellson, exploitation manager; Douglas Ewin, director of publicity; Stella; Harry Dodge, publicity dept.



HOLLYWOOD - Going back to a moment before Stella Stevens even left here for her momentous visit to London and Paris - she is shown at a luncheon for the British film press at which the plans for the journey were divulged. Stella is at left centre. In rear row, second from the left, is Rose Goldstein, able assistant to Ed Schellhorn in handling international matters.

with one of the leading Sunday newspaper writers Jack Lewis, of Reynolds News.

Despite a really hectic day, Stella was as fresh as a daisy when she went to the evening performance of the hit show "Oliver"!

Further interviews followed on Thursday morning, namely with Ken Ferguson of "Photoplay", John Cutts of "Films and Filming" and Peter Armitage of "Film". Here again, the questions were of a high order of intelligence; but the answers were even higher.

A hairdressing appointment in the afternoon was the prelude to the climax of Stella's visit, the world premiere at the Plaza of "Too Late Blues". She arrived at the theatre with Mr. and Mrs. Fred Hutchinson, and really looked every inch a star. She met many of the trade, social and entertainment personalities in the foyer, and received a bouquet from Mrs. Hutchinson. At the end of the picture, two special blue spotlights picked out Stella in her Royal Circle seat, and she stood to take an ovation from the crowd.

Immediately following the performance, a car took her to the Kingsway television studios of the Independent Television Newsreel, where she did a live guest spot in "News From London", keyed to the premiere and the picture. The interviewer was Tom St. John Barry. She then went to a supper party given in her honour by Mr. F. E. Hutchinson at Los Ambassadors. Mr. and Mrs. Howard Harrison and my wife and I were happy to be among those present.

I must apologise for the length of this letter, but I wanted to give you as full a picture as possible of just what Stella has done. We all feel that her visit has been very beneficial and hope that, during the next few months, printed evidence will bear out the foregoing. As a closing note I will say that London really knew that Stella Stevens was in town. Not only for the work she herself did so admirably, but also by the series of special teaser ads we placed in the London press. This climinated yesterday in our special ad on Stella in the "Evening news". On the opposite page, a picture of her appeared in conjunction with the review of "Too Late Blues". I can seldom remember seeing two different photographs of a star on facing pages in the same paper.

A RESOUNDING SUCCESS IN THE INTERNATIONAL MARKET**********

AROUND THE WORLD WITH "ONE--EYED JACKS" ****



MANILA, Philippines - "One-Eyed Jacks" was released here in the heat of the recent political elections. Above is a poster for the Brando film entirely surrounded by political posters. A strange setting for a picture called "One-Eyed Jacks." Actual area is North Harbor, Tondo, the most densely populated area in Manila.



MANILA, Philippines - "One-Eyed Jacks" had a 3-theatre premiere here - at the Avenue, Rizal and Capitol. Function at the Rizal, shown above, was sponsored by the Manila Jaycees (The Junior Chamber of Commerce).

"JACKS" TOPPLES RECORDS IN LISBON AND HELSINKI. FANS LOVE THE FILM

Cables from Henri Michaud in Paris announce that "One-Eyed Jacks" has notched some more international records. This time the contributing countries are Finland and Portugal, the cities Helsinki and Lisbon.

In both instances the openings were memorable, the comments admirable, and the grosses exceedingly gratifying.

Of particular importance is the fact that both dispatches indicate that the audiences loved the film.

Next month we expect pictorial evidence to round out these fine reports on this important Marlon Brando film.



Group responsible for the success of the Jaycee-sponsored premiere of "One-Eyed Jacks." Setting is the lobby of the lovely Rizal Cinema, and shown L to R are: Ric Javier of Paramount, ace showman; Mrs. Roy Kendall; Mr. and Mrs. Greg Araneta, Jaycee Governor; Mr. and Mrs. C. Calvin; A. S. Velasquez, Paramount manager; and Roy Kendall, Jaycee public relations officer.



TOO LATE BLUES bristles with stunning performances besides those of the Cassavetes film's co-stars, Bobby Darin and Stella Stevens. One such thespian job that stays long in the memory is that of Everett Chambers, shown here with Miss Stevens. Mr. Chambers, as the specious, meretricious booking agent, with about as shoddy a set of divided loyalties as has been seen in show business, remains a glowing standout in one's recollections of the obviously off-beat "Too Late Blues."

****



PARIS - Typical boulevard billboard used to tell Paris picturegoers about Marlon Brando's "One-Eyed Jacks." Film was day-and-date showing in four top cinemas, three of them showing the French-dubbed version, the fourth showing the original version with French titles.



The FIRST group of exhibitors* in the big wide world to see Paramount's "Hey, Let's Twist" -- and how they loved it!

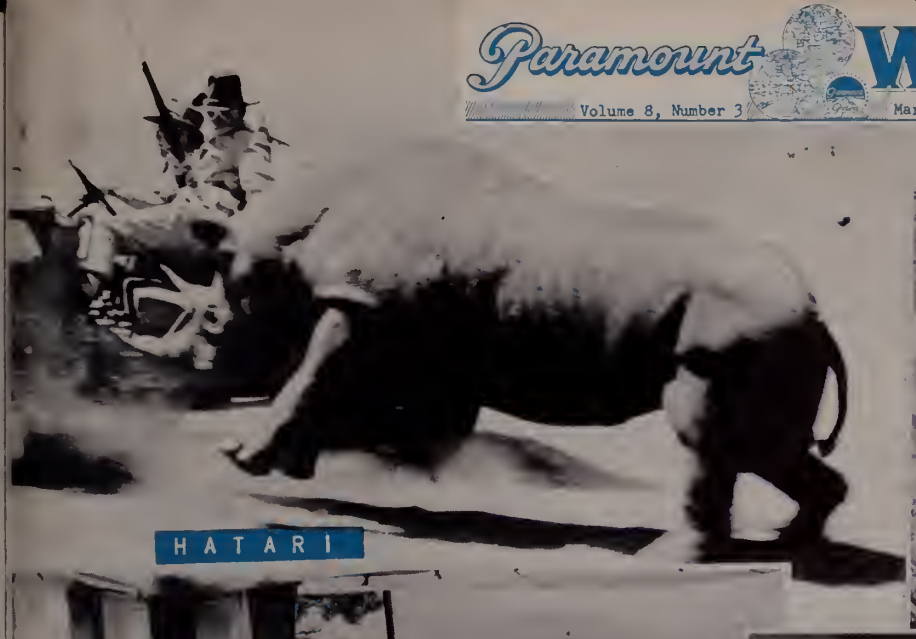
(*) Show-wise showmen from the New York area -- tough at times, tougher at others....happiest (as above) when they know they've got a hit.

AT TOP, front row: Larry Morris, Moss Theatres; Ted Minsky, Warners; Bob Dietch, Eastern Drive-In Theatres; Nat Stern, Sales Manager Paramount New York Branch. Rear; Gene Newman, head booker, new York branch; Jerry Horowitz, Triangle Theatres; Wilbur Snaper, Triangle Theatres.

BELOW: Eddie Fabian, Fabian Theatres; Murray Miller, Hecht Theatres; John McKenna, Warners; Larry Lapidus, General Theatres.



Paramount WORLD
Volume 8, Number 3 March, 1962



HATARI



WHO'S GOT THE ACTION?



MY GEISHA



THE COUNTERFEIT TRAITOR



THE MAN WHO SHOT LIBERTY VALANCE



A GIRL NAMED TAMIKO

GREATEST PICTURES IN PARAMOUNT HISTORY

Arthur Israel, Jr. Pres. of MPPA, Inc



Arthur Israel,Jr. has been elected President of the Music Publishers' Protective Association, Inc.

Assistant to Paramount President Barney Balaban, and a prominent executive in the music and amusement fields, Israel is Chief Executive Officer of Famous Music Corporation and Paramount Music Corporation. He is a graduate of Yale Law School.

Israel succeeds the late Louis Bernstein, one of the founders of the Association, which is comprised of major music publishers in the United States.



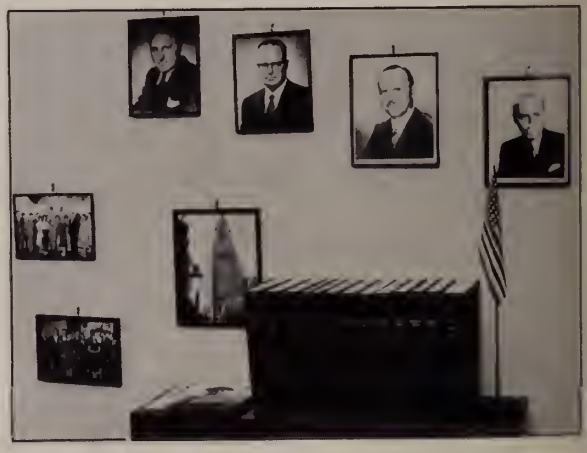
PARIS - At a special luncheon for press, radio and television representatives, held prior to a screening of "My Geisha," Yves Montand, co-star of the picture is flanked by a couple of charming ladies. Luncheon, by the way, was held at Maxim's. On Mr. Montand's right is Monique Berger, eminent representative of the French National Broadcasting Company. On his left (and to our right in the picture), is Paramount's equally eminent Mrs. Odette Ferry, assistant director of advertising and publicity for Continental Europe. Her magnificent participation in the "Breakfast at Tiffany's" campaign (of which the screening on the liner France was but one chapter), was in turn but one example of indefatigable Paramount showmanship through many wonderful years.

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Vol. 8, No. 3 March,1962 ALBERT DEANE, Editor

AS THE CURRENT YEAR DAWNED, we spontaneously cited it as a year that would see extraordinary things happening in Paramount's favor. One of these (and by all odds the most important), was that the quality of Paramount product would take a sharp upsurge, and that in 1962 we would have a continuity of many of the finest films in our company's long and distinguished history. This development already has come to pass, and is in fact summarized in the report by Mr. Weltner beginning on the page opposite. Those who have seen "Hatari!", "My Geisha," "The Man Who Shot Liberty Valance," "The Counterfeit Traitor," "Escape From Zahrain," "Hell Is For Heroes" and those rip-rip-roaring comedies, "The Pigeon That Took Rome" and "Who's Got The Action?", know from the evidence of their own eyes, as well as their quickened pulses, that the 1962 Paramount product has that inescapable imprint of great entertainment.

Another index to the new Paramount of 1962 (our 50th Anniversary Year, by the way), is the panorama of surpassing optimism which is everywhere being presented to Paramount International's president, James E. Perkins, as he proceeds around the globe on what is one of the most important world-wide business surveys ever undertaken by him. In every land he is finding that the matchless combination of personnel and product has placed Paramount as an organization in the forefront of the local motion picture industry. And as a corollary to this, he also found massive interest in, and impatience to see, the new top-flight Paramount product about which there has been glowing news published in every form for so long.



We have often thought, in a sentimental way, about what happens to Paramount World in its journeying around the globe; whether some copies remain as a permanent record of Paramount history, or whether some of our readers keep their copies stacked up year after year. Well, our unspoken question has been answered from one part of the world in the scene above. This is in the Helsinki office of Kurt Troupp, manager for Finland. Mr. Troupp is very proud of these cloth-bound volumes, black with silver lettering, covering the years from 1946 to 1961. (Three of the volumes each cover two years). Mr. Troupp says in his covering letter: "I am glad to tell you that these books are often studied by our foreign auditors, and are also of great interest to our local exhibitors."

Paramount World (and all of its predecessors) in annual bound volumes is on file permanently at the New York Public Library, and in the offices of Adolph Zukor, George Weltner and Edward Schellhorn in the studio.

Thought you would enjoy this - Ruth Davis



PARAMOUNT'S VICE PRESIDENT IN CHARGE OF WORLD SALES is in the organization's most strategic spot to know the revenue and entertainment worth of the pictures we have in actuality, those in production, and those scheduled to be made. He as much as anyone else in the world knows that our product is our progress; without it we are nothing, with it (in the measure that we have it in this vital year of 1962), there is nothing short of ourselves that can stop us.

Mr. Weltner has written a letter to the five division managers of Paramount International based on the product that we have in actuality. An instruction directs that it be translated for all company employees who cannot speak or read English. On this page we give some of the highlights of that letter.....The letter was also addressed to all Paramount employees in the domestic branches, where it was received with satisfaction and enthusiasm.

GEORGE WELTNER APPRAISES THE WONDERFUL NEW PRODUCT

"This letter is being addressed to our Paramount people throughout the world," wrote Mr. Weltner. "It is not important that they be members of the Sales Department because what I will try to say in this letter is of the most extreme importance to every Paramount executive, although it is directly addressed to our sales

(Continued on Page 6)

Mr. Adolph Zukor received a copy of Mr. Weltner's letter, and the ever-present "A.Z." optimism right away sparkled in a letter to the head of worldwide sales. Among Mr. Zukor's quotes were:

"I am most optimistic and enthusiastic about Paramount's future. I know that the studio is now on the right track. I feel assured that Paramount can look ahead to a very bright future. I talked to Barney (Balaban) yesterday and so expressed myself to him.....I feel confident that Paramount will stand up against any in the motion picture industry, and that the next 12 months are going to prove the experience gained through many trials and problems, are going to show results and will bring applause and approval from all."

"The beautiful and pathetic love story between Bill Holden and Lilli Palmer will grip the hearts of the audience, but it is the overall realism and truth of the story that raises this production to its heights of brilliance and permits it to take its place also amongst the great and long remembered pictures."

"This picture, which I saw in the studio, is in the grand tradition of 'Shane,' 'High Noon,' 'Gunfight at the O.K. Corral' and perhaps one or two other unforgettable films of the West. When I congratulated John Ford for his magnificent production, he told me that he considered it the best picture he has ever made." (And Mr. Weltner listed some of Mr. Ford's finest films for comparison purposes).

"Many of us have had the thrill and the supreme excitement of seeing this picture, which has in it the possibilities of being one of Paramount's all-time-great grossers through its appeal to the whole family."

##############################

THE COUNTERFEIT TRAITOR



THE MAN WHO SHOT LIBERTY VALANCE



HATARI





AUDREY HEPBURN was one of five great stars nominated as "Best Actress," this for her enchanting performance in "Breakfast At Tiffany's." And the song she sang in this scene in the picture - "Moon River" - was nominated as one of the 5 top film songs. So this very scene may indeed prove prophetic.

PARAMOUNT SECURES TWO OUT OF FIVE ACADEMY AWARD NOMINATIONS FOR TOP ACTRESS...ALSO SEVEN OTHER NOMINATIONS

THIS YEAR, Paramount has a hefty stake in the Academy Awards, and interest is going to run high in Los Angeles on April 9th as the entire industry reaches out for the big news.

BREAKFAST AT TIFFANY'S provided five of the nine nominations. Audrey Hepburn was named as Best Actress. George Axelrod's very witty script was named as one of the five best screenplays; and "Moon River," by Johnny Mercer and Henry Mancini, as one of the five best songs. Mr. Mancini also won a nod for his musical score, and in the field of best art direction, Hal Pereira and Roland Anderson were named.

SUMMER AND SMOKE has Geraldine Page vying with the star above as one of the five top actresses. Una Merkel, playing another of author Williams' 'deranged mothers,' won a nomination in the category of Best Supporting Actress. Elmer Bernstein won a nomination for his musical score; and Walter Tyler won one for his Art Direction.



GERALDINE PAGE and UNA MERKEL, shown at right in a scene from Hal Wallis' production of Tennessee Williams' "Summer and Smoke," have both received Academy Award nominations for their brilliant performances in the picture.

S&S&S&S&S&S&S&S&S

"MY GEISHA" IS SPINNING A WEB OF SHEER DELIGHT ALL AROUND THE WORLD



KUALA LUMPUR, Malaya - At the all-Asia premiere of "My Geisha" at the Cathay Cinema here, Paramount International's president, James E.Perkins, is presented to His Majesty the Yang di-Pertuan Agong, King of Malaya.



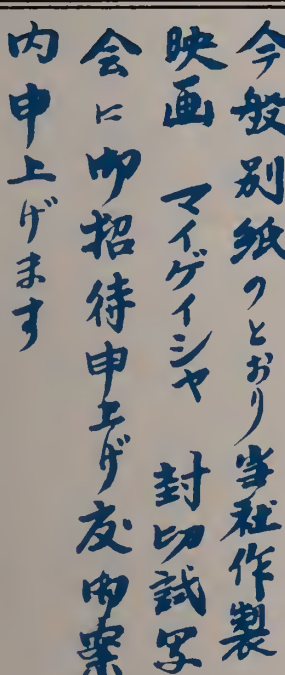
TOKYO - This very intriguing advertisement for "My Geisha" appeared in the February issue of Global Movie Marketing in a most unusual shape. Two pages in width, it was on the inside of the fold-over cover. It was also in two colors, and represented the joint enterprise of producer Steve Parker and Paramount Pictures, Limited, of Japan. We particularly like the advertisement's over-all line: "In Any Language...Anywhere on Earth... MY GEISHA is the warmest, wittiest love story the East Ever Whispered to the West!"



ROME - Screening of "My Geisha" in the CIDA Theatre for the benefit of Kindergarten S.Pius X. At far left in front row are producer Geoffredo Lombardo and Mrs. Natali, who organized the showing. Fourth and fifth from left are Minister Giuseppe Togni and his wife. Next to them at right, Minister Alberto Folchi. Paramount general manager Pilade Levi at extreme right in front row. Behind him, co-star of the film, the attractive Yoko Tani.



PARIS - Co-star of the film Yves Montand and his wife, Academy Award-winning Simone Signoret, greeting the crowd at the Elysées Cinéma, where "My Geisha" was given its invitational preview before a most distinguished audience.



今般別紙のとおり当社作製
映画 マイゲイシャ 封切試写
会に御招待申上げ度友御案
内申上げます
パラマウント映画社
御招待

NEW YORK - In advance of a special screening of "My Geisha," this message in Japanese was sent to 120 top editors and columnists in the New York area. No translation accompanied it. However, what it did say was:

"My dear Friend: We think 'My Geisha' is one of the funniest and most beautiful pictures of all time. You will be receiving an invitation to see 'My Geisha' soon.

Paramount Pictures."

The invitation duly followed,and the screening took place at the DeMille Theatre. Red Book Magazine will shortly reproduce both the above message and the invitation.

STOCKHOLM - With the cooperation of Scandinavian Airlines System (SAS), a true-life geisha, Miss Ushiba, was flown from Tokyo to Stockholm for the "My Geisha" premiere in the Röda Kvarn. At left is Guenter Schack, Paramount publicity-advertising head for Continental Europe; then Mr. Ake Blomquist, head of the SF-Theatres; Miss Ushiba, and Paul Flodin, Paramount general manager for Sweden. "My Geisha" was glowingly received by the Swefish audiences and press.





NEW YORK - Among those attending the 'sneak' preview of "My Geisha" at the DeMille Theatre was the eminent exhibitor, Sam Baker (centre) with a chain of theatres across the nation. (He thought the picture wonderful entertainment - a perfect woman's picture). With him, at right, is Nat Stern, assistant branch manager for Paramount in New York. At left is Paramount salesman Lou Wechsler, also of the New York branch.

NEWS FROM THE U. S. SECTOR



Dean Martin and Lana Turner find plenty of cause for happy celebrating in "Who's Got the Action?" This is one of the gayest and funniest Paramount films in years.

There will be two 'Debbies' in "My Six Loves" -- star Debbie Reynolds, and eight-year-old Debbie Price. Picture already is in process of shooting. Little Miss Price made her screen debut in "The Pigeon That Took Rome," recently completed at Paramount.



GENOA, Italy - Paramount's branch office in this city makes splendid use of its fine display window. As, for instance, in this case of "Breakfast at Tiffany's."

CLEVELAND We not only celebrated Lincoln's and Washington's birthday during February, we also celebrated Carol Credico's birthday on February 16th. Carol is all of Twenty now (not old enough to vote yet) how sweet it is..... Carol, booker's clerk, will also be sporting a new car in a few days, a Tempest no less.

Beatrice Hart, transferred from the Pittsburgh Branch is slowly getting acclimated to what she refers to as "The Plateau". After all, it is quite a change from "dem dar hills."

Concentrated effort is being made to frost the feature cupcake with our Top Flight Shorts. We are attaching a copy of letter made up by the girls in the Cleveland Branch. This letter, with short subject release schedule, has been sent to every exhibitor in the Cleveland territory. This morning(February 27) we received a letter addressed to "The Girls" with dates for short subjects. This is just the beginning; many more dates are anticipated.

-Jack Gaiser

DALLAS, Texas - James Broyles has been named to succeed Ralph Fry as head booker here.

NEW ORLEANS Now that the festivities of the carnival season are over, everyone having a wonderful time, all are back at their desks just working like "eager beavers" to get to the top place. We are very confident that this will be accomplished with all the dates that the salesmen and bookers are securing.

Mr. and Mrs. Hames donned their formal attire and saw their first carnival ball on March 9th. Mr. Hames also received his first call out that evening given him by one of the girls in the office. They were amazed at the beauty of the ball of the Krewe Of Iris.

Saturday night, February 17th, a welcome to our crescent city party was given out at Fitzgerald's Sea Food Restaurant, in honor of Mr. and Mrs. Hames. Needless to say a good time was had by all.

Last week seemed like "Ole Home Week" here at Paramount. Karen Humphrey, now Mrs. Crenshaw paid us a visit. Frances Griffen, brought her new baby girl, Tammy, in to meet us. She is a precious little girl with plenty of black hair for such a young one. Both Karen and Frances were formally ledger clerks. Joan Trancoso, former secretary to Mr. Hames, visited with us and had lunch with Irma Rogers. Joan seems very happy in her new position. Nice going Joan, and lots of continued success. While on the subject of former employees of Paramount, we were very sorry to hear about the loss of Jackie Drews' baby. Foster Hotard, once Atlanta Branch Manager, now with Martin Theatres was in to see us. It is so nice to see all of your Co-Workers once again.

Dave Richoux, is now stationed in Korea so we've heard. We are all wishing you the best, Dave, and hope you will soon be back in the good ole U.S.A.

"Hell is For Heroes," was trade screened and comments were that it is an exciting war story, with Bob Newhart, a newcomer adding quite a bit of comedy to this suspenseful picture.

-Jane McDonnell



A NOTABLE QUARTETTE

Two of the men who shot "Liberty Valance" are here. One is John Ford (right). As the director of "The Man Who Shot Liberty Valance," he shot the picture from beginning to end. The other two men are John Wayne (left) and James Stewart, one of whom shot "Liberty Valance." The charming lady is Vera Miles, who was very glad that someone finally shot "Liberty Valance."

Mr. Weltner's letter....

(Continued from Page 3)...forces around the world. This is the day of the big picture. It is the day when as many big pictures as possible must be added to the production program of a motion picture company in order for it to compete in this difficult world market.

"Never, however, in the widest stretch of imagination did we or any other company hope for or expect all super productions.

"The purpose of this letter is to inform you of the fact that commencing with the domestic releases this summer (in the United States the summer is an exceptionally good time to re-

(Continued on Page 18)

"Forever My Love,"

Ernest Marischka' sumptuous Technicolor production starring Romy Schneider (right) and Karl Boehm, which was filmed against the background of the pomp and splendor of the Austrian Empire, was scheduled to have its American premiere at the 72nd Street Playhouse on March 27th. The Paramount release (in the U.S.), which is the true story of Emperor Franz Josef of Austria and his bride, Princess "Sissi," documents the lasting effects their romance and marriage had on 19th Century Europe.

"Forever My Love," filmed in actual locations in Austria, Spain, Greece and Italy, utilized such famed sites as Vienna's Schoenbruen Castle, St. Augustine's Church, Milan's La Scala, and Venice's St. Mark's Square.

In addition to Miss Schneider and Mr. Boehm, two of Europe's biggest box-office stars, the film also features Gustav Knuth, Magda Schneider (Romy's real-life mother, who also plays her mother in the film), and Vilma Degischer.





NEW YORK - Concluding arrangements for the Overseas Press Club's sponsorship of the world premiere of "The Counterfeit Traitor" at New York's DeMille Theatre on April 17 are, from left, Quentin Reynolds, honorary co-chairman of the O.P.C. premiere commitee; John Luter, president of the O.P.C.; Barney Balaban, Paramount Pictures president; Hal Lehrman, chairman of the O.P.C. premiere committee; and Anita Daimant, member of the O.P.C. premiere committee.

LAUNCHING PLANS FOR "THE COUNTERFEIT TRAITOR" IN KEEPING WITH THRILLING FILM'S ENTERTAINMENT MAGNITUDE

The gala world premiere of "The Counterfeit Traitor" will be held at the DeMille Theatre in New York City on April 17th. It will be sponsored by the Overseas Press Club, and its proceeds will go to the Club's World Memorial Press Center at 54 West 40th Street, New York City. In the meantime, a preview of the Perlberg-Seaton production is scheduled for the DeMille Theatre on April 3rd, with co-star William Holden present, and press, radio and tv representatives on hand.

Below we have London's cabled response to the picture. The word from Paris, over the signatures of John B. Nathan and Henri Michaud, is: HEARTFELT THANKS FOR "COUNTERFEIT TRAITOR." FOLLOWING CABLE SENT PERKINS QUOTE "COUNTERFEIT TRAITOR" IS GREAT, ONE OF OUR GREATEST. EXTRAORDINARY DRAMA FILLED WITH SUSPENSE. HOLDEN AND PALMER AT THEIR ALL-TIME BEST. THIS IS THE GREAT PICTURE WE HAVE BEEN HOPING FOR. ALL HERE ABSOLUTELY OVERWHELMED AND DELIGHTED UNQUOTE.

Exhibitor interest in the film, everywhere, is building to a pitch of excitement comparable to the film's own 'thriller' quality.



WILLIAM HOLDEN came to New York for the advance planning relating to the film's premiere, and was scheduled to be on hand for the colorful event.

WESTERN UNION TELEGRAM

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ZL LONDON VIA WUCABLES 16 126P

WELTNER

FAMFILM NYK

TRAITOR SCREENING UNANIMOUSLY ACCLAIMED WITH EVERY OVERWORKED ADJECTIVE STOP SUPERLATIVE PERFORMANCES BY HOLDEN AND PALMER CONSIDERED THEIR INDIVIDUAL TOPS PLUS UNDOUBTEDLY GREATEST SPY STORY EMERGING WORLD WAR TWO FAULTLESSLY PRODUCED AND DIRECTED BY PERLBERG AND SEATON SHOULD RESULT IN FABULOUS PUBLIC APPROVAL STOP IT WOULD TAKE HUNDREDS WORDS TO EVEN ADEQUATELY CONVEY IMPACT AND I THINK WAS ADMIRABLY SUMMED UP BY THE WORDS WE ASKED FOR SOMETHING REALLY BIG AND HAVE GOT IT STOP KIND REGARDS FROM ALL

HUTCHINSON.

Here, in a cable to Mr. Weltner from Fred Hutchinson, managing director in Great Britain, are the sentiments of the British Paramounteers with respect to "The Counterfeit Traitor."



NEW YORK - Eric Erickson (second from left) arriving at International Airport for press, radio and TV interviews, and to be on hand for the gala premiere of "The Counterfeit Traitor," which was filmed from his true-life exploits in World War II. Shown in the photo, L to R: Robert Guilfoyle, Paramount transportation rep.; Mr. Erickson; George Seaton, director of the film; Nick Mamula, publicity manager; James Proctor, public relations man on the film's promotion; Hy Hollinger, Paramount publicist.



HERE IN MONTAGE is the breath-taking, nerve-tensing story of the man who became known to both enemies in World War II as "The Counterfeit Traitor." Over the span of the war, both sides came to vehemently distrust him, yet neither could afford to let him go (or to exterminate him)...he had to count on destiny to provide the shattering truth.....the true story which has provided Paramount with one of the five greatest thrillers since motion pictures were invented.



HOLLYWOOD - First stop on the global journey of Mr. Perkins was the studio, where he joined with Mr. Weltner in stating the entertainment requirements of the world. Seated around the above studio lunch table are, left to right: Y. Frank Freeman, vice-president; George Weltner, in charge of world sales; Jack Karp, studio head; Adolph Zukor, chairman of the board; James E. Perkins; Bernard Donnenfeld, executive assistant to Mr. Karp.

THE TRANS-WORLD BUSINESS JOURNEY OF JAMES E. PERKINS





HONGKONG - Long-time exhibitor friends of Paramount International's head were at the airport to welcome him. Reading from left: H.S. Moh, Paramount manager; Mr. Perkins; Mr. C.H. Liang of King's Theatre; Mr. Y.K.Yeung of Liberty; and Mr. S.T.Wu of Queen's, State and Royal Theatres.



BELOW

HONGKONG - Mr. Perkins is advised of the newest Chinese dishes by Mrs. Robert Chung and Mrs. H.S.Moh (left), with Mr. S.A.Henriksen listening in with interest, at right.

MANILA, Philippines - Beneath a massive sign already heralding the greatness of "Hatari!," the Philippines Paramounteers gather to pay tribute to Mr. Perkins (seated, 4th from right). Reading L to R, seated: Fermin Sanchez, accountant; Marcelino Torrente, salesman; Mrs. Concha P. Tuason, secretary; Mr.S.A.Henriksen, Far East division manager; Mr. J. E. Perkins; Mr. A.S.Velasquez, manager; Miss Conchita de Leon,typist clerk; Ricardo Javier, publicity man. Standing: Ambrosio Celestino, chief film inspector; Rodolfo Ingalla, film inspector; Bienvenido Dungca, accessories clerk; Luis Mariano, asst. booker; Arturo Fajardo, shipper; Crisanto Macasaet, bookkeeper; Reynaldo Perez, poster mounter; Emilio Villanueva, 35mm booker; Juan Torres, office boy; Francisco Arellano, 16mm booker; Mer Trinidad, cashier.





TOKYO - At top is the important Japanese press conference held for Mr. Perkins in the Imperial Hotel on Feb. 23rd. Above is a close view of the principals - James E. Perkins in the centre, Far East division manager S.A. Henriksen at left, and Japan's general manager Nobuo Metori at right. With them is meeting's interpreter.

Additional picture news of Mr. Perkins' global journey on Pages 24, 25, 30.

The visit of Mr. Perkins to Tokyo was given professional and comprehensive coverage by the Japanese lay press as well as by the industry publications. It was a tribute to the high esteem in which both Paramount and Mr. Perkins are held in Japan.



LEFT

TAIPEI, Taiwan - Impressive film industry luncheon tendered to Messrs. Perkins and Henriksen by the exhibitors and film personalities of this country.

RIGHT

TURIN - The publicity trailer for "Breakfast at Tiffany's" pictured at this city's world-famous castle.

James Stewart, who stars with John Wayne in John Ford's "The Man Who Shot Liberty Valance," nearly broke his neck as a boy trying to fly a contraption he built out of wood, some iron bars, a few wires, paper and glue, which was his version of an airplane. The experiment was a disaster.

Stewart, who finally got his wings during World War II, became commander of a bomber group, winning the Distinguished Flying Cross, and ultimately a Brigadier General in the U.S. Air Force.



TURIN - Our steadfast cinema 'friend,' the Lux Cinema, fashioned this compelling front-of-house display for "Breakfast at Tiffany's."

Broadway star, Eileen Heckart, will co-star in "My Six Loves" with Debbie Reynolds, Ralph Taeger and David Janssen. Presently starring on Broadway in the musical, "A Family Affair," she will leave the play this month when actual filming of "My Six Loves" commences at the Paramount studio in Hollywood.



JAMES STEWART E JOHN WAYNE, INTERPRETI DEL NUOVO E MERAVIGLIOSO FILM DI JOHN FORD

* * * * * * * * * * * * * * * *

Abbiamo finalmente visionato THE MAN WHO SHOT LIBERTY VALANCE e possiamo dire che è veramente un lavoro splendido. E' della stessa categoria di IL CAVALIERE DELLA VALLE SOLITARIA e degli altri grandi film di questo tipo. Tale notizia è stata subito diramata a tutti gli uffici Paramount del mondo giacchè questo film sarà certamente uno dei più importanti della produzione cinematografica internazionale del 1962. Un particolare interessante: il produttore John Ford sta progettando di fare un altro film Paramount con John Wayne ed altri grandi attori come quelli di THE MAN WHO SHOT LIBERTY VALANCE. L'autore del nuovo lavoro è James Michener.

Il presente numero contiene preziose notizie circa i candidati agli Oscar del 1961. Siamo molto orgogliosi che tra le cinque attrici in lizza ce ne siano due per le loro rispettive interpretazione in un film della nostra Marca, cioè Audrey Hepburn per COLAZIONE DA TIFFANY e Geraldine Page per ESTATE E FUMO. E' anche probabile che l'Oscar per la miglior canzone vada a "Moon River," il delizioso motivo cantato da Audrey nella suddetta grande commedia.

Nel campo della produzione, abbiamo da segnalarvi qualcosa d'importante: la Paramount ha impegnato l'eminente direttore della televisione George Scheefer per la produzione di tre film per la nostra Casa. Scheefer, che ha vinto tutti i primi premi nel campo della televisione, apporterà certamente anche a quello del cinematografo il contributo del suo particolare talento. Vi comunicheremo quanto prima il titolo della sua prima pellicola. Tutti i suoi film, a colori, con grandi artisti, saranno lavori di alto costo, concepiti con particolare riguardo al gusto del pubblico di tutti i paesi del mondo.

Paul Newman è oggi considerato uno degli attori più in voga dello schermo. La Paramount ha concluso un accordo con Paul Newman e col regista Martin Ritt per la realizzazione di vari film nel corso dei prossimi anni. Il primo, che sarà cominciato subito, è intitolato WILDEST OF THE THOUSAND ma è un titolo provvisorio. E' la storia di un cocciuto cittadino del Texas il quale crede imbattibile la potenza della sua ricchezza. Ma una donna, altrettanto cocciuta, gli dimostra il contrario. Non si sa ancora chi interpreterà la parte della donna ma il conflitto tra i due protagonisti ne farà un film interessantissimo.

Si avvicina il momento di lanciare HATARI! di Howard Hawks che tutto il mondo sta aspettando con impazienza. Questo grandioso racconto di caccia grossa nelle jungle africane è incontestabilmente uno dei film più interessanti che siano mai stati fatti su questo soggetto. E' un film che semplicemente affascinerà qualsiasi categoria di pubblico, compresi i giovani e i ragazzi. Negli Stati Uniti si sta lavorando da mesi per la preparazione di una campagna pubblicitaria più completa possibile per il lancio di questa eccezionalissima pellicola. Del resto, avrete già ricevuto parte del materiale relativo. In altre pagine, vi diamo qualche dettaglio sull'accordo che è stato concluso con la Willys Motor Company, la Società che ha fornito tutti gli autoveicoli per le caccie degli animali in Africa. Siccome la Willys Company, come la Paramount, è una ditta internazionale, potrete in quasi tutti i paesi contare sulla sua collaborazione per il vostro lanciamento di HATARI!

Prima di chiudere, una piccola aggiunta: Il redattore di questa pubblicazione sarebbe lieto di ricevere in continuità l'espressione del vostro apprezzamento per la mole, varietà e utilità delle campagne pubblicitarie riportate ed illustrate in ogni nostro fascicolo. Intanto, una cosa è ben certa, ossia che il numero di buoni lanciamenti non ha mai raggiunto un livello così elevato. Cerchiamo di elevarlo ancora di più ora che abbiamo una serie di pellicole tanto imponenti.



HOLLYWOOD - A couple of journalists from Italy - Mr. and Mrs. J.L.Melega of Milan - get first-hand news on film production problems and procedures from one of the industry's pioneers. He is Y. Frank Freeman, Paramount vice-president, who met the husband-and-wife writing team in his office and gave them much newsworthy material for the four publications they represent.



Cover of the Italian edition of "Moon River," the song Audrey Hepburn swept to international favor in the opening sequences of "Breakfast at Tiffany's."

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PEOPLE AND SHOWMANSHIP IN THE CONTINENTAL SCENE



ZURICH - Grieder & Co., one of the city's best specialty shops for men's and ladies' clothes, gave 8 of their top Bahnhofstrasse windows to displays for "Breakfast at Tiffany's." Title of film was painted in gold on the window.

TEL AVIV, Israel - Continental general manager John B. Nathan reports that "Breakfast at Tiffany's" did 'terrific' business at the Ophir Theatre (which is the oldest theatre in town, but still a very good one). Paramount manager Ladislav Koch reports that business on the Audrey Hepburn 'joypic' shattered by a wide margin the all-time record held by "Psycho."

Another happy note in John Nathan's report was the fact that "Chance Meeting" did excellent business during a 2-week run at the Allenby Theatre.

More and more Paramounteers are finding that this Hardy Kruger-Michilene Presle thriller is real cinema.



ATHENS, Greece - Continental general manager John B. Nathan is shown in the Greek capital with eminent film producer and exhibitor Savas Pylarinos (centre), and Frank A. Siter (left), general manager for Spain and supervisor for the Middle East. Messrs Nathan and Siter have been on a business survey of film conditions in the Near and Middle Eastern countries, visiting, among other places, Istanbul, Beirut, Baghdad and Teheran. In all of these places, Mr. Nathan reported, "Paramount holds a number one position."



STOCKHOLM - Shirley smiled at the snow here when "My Geisha" opened at the Röda Kvarn because she knew that the theatre was already packed with patrons whose happy responses indicated that they loved the made-in-Japan comedy.



HOLLYWOOD - A couple of recent interesting visitors from Italy were Mr. and Mrs. J.L.Melega, from Milan. He represents the Italian publications, Il Giorno, Avanti and Illustraziani. His wife, who is a Dane, writes for the Danish daily, Information. In the scene above they are on the set of "Who's Got the Action?" with co-star Dean Martin between them, and producer-writer Jack Rose.



DUSSELDORF, Germany - This busy corner is truly a Paramount show spot with its trade-marked-flanked posters for "All In A Night's Work" and "The Pleasure of His Company."





ROME - Four notables glimpsed at the CIDA Theatre preview of "My Geisha." L to R: Director Hugo Fregonese, Paramount general manager Pilade Levi, Yoko Tani, co-star of the film; and Minister Alberto Folchi.

LEFT

AMSTERDAM - A "Breakfast at Tiffany's" breakfast in the lounge of the Alhambra Theatre as a prelude to showing the Audrey Hepburn film to a host of top personalities of radio, press, films and television. Famed radio personality Bob Spaak was master of ceremonies.



NEW ROCHELLE, NY - The excitement of "Hatari!" (unnamed in all of the local announcements), brought a capacity attendance to Loew's Theatre the evening of February 27th.

PARAMOUNT SHOWMANSHIP AND WILLYS MOTORS SALESMANSHIP ALLIED TO MAKE "HATARI!" A FAMILY SYMBOL OF THRILLS

Howard Hawks' "Hatari!" was given a true sneak preview at Loew's Theatre in New Rochelle, New York, the evening of February 27th. Something of the nature of the super-thriller was divulged by the display of the rhinoceros, mounted in a Willys jeep, which toured the city throughout the day, but the film's title was kept a Darkest-Africa secret.

Some of the aspects of the showmanship and the preview are depicted on this page; but what acnnot be shown in pictures, nor expressed in words, is the imagination-staggering enthusiasm manifested by the capacity-plus audience both during the film's showing, and as the end title came up. We have been going to prestige previews, regular previews and to sneak previews since the 'silent' days, but never have we seen such distilled excitement and sheer joy as this New Rochelle crowd registered. Here was an unmistakable verdict — a mandate to take this mighty film before any audience anywhere in the world and have "Hatari!" acclaimed as the greatest all-family thriller of all time.

No wonder Paramount and Willys Motors are so delighted to work as a team in giving this picture to the fans of the world.



NEW ROCHELLE, N.Y. - Seen at the special sneak preview of "Hatari!" at Loew's Theatre here. At left, Mr. and Mrs. Laurence A.Tisch. Mr. Tisch is chairman of the board and acting president of Loew's Theatres, Inc. With them are Howard G. Minsky, assistant general sales manager, Paramount Film Distributing Corp., and, at right, Martin S. Davis, Paramount's national director of advertising, publicity and exploitation.

ON PAGE 37 THERE IS A PICTURE REPORT OF SOME EXTRAORDINARY "HATARI!" SHOWMANSHIP AT THE AUTO SHOW IN CHICAGO, DONE IN COOPERATION WITH THE WILLYS MOTOR COMPANY. BE SURE AND SEE IT!





Close view of the Willys jeep that toured New Rochelle. Head of the rhinoceros will be trade mark of "Hatari!" throughout the world.

This Willys jeep toured New Rochelle all through the sneak preview day. It advertised the theme of the picture, but not its title, and the young people of the city evinced lots of interest.

"Humans use shopping baskets in the super-markets," says one of the elfin-like baby elephants in HATARI, "but I prefer my trunk."

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The HATARI Humans, reading from the left: Bruce Cabot, Red Buttons, Elsa Martinelli, John Wayne, Hardy Kruger, Michele Girardon, Valentin de Vargas, Gerard Blain.

PEOPLE AND EVENTS OF PARAMOUNT INTEREST IN AUSTRALIA, NEW ZEALAND



MELBOURNE - Pictured at a recent screening of "My Geisha" are: William Bacon Caldwell, First Secretary of the United States Embassy, Mrs. Caldwell, Lord Casey, Lady Casey, and Robert L. Graham, Paramount's managing director. Presentation of the film raised funds for the Royal Australasian College of Surgeons and was held at Bill Howard's Esquire Theatre, Elsternwick.



SYDNEY - Scene in the block-long lobby of the Prince Edward as "Breakfast At Tiffany's" hit the all-time record "Suzie Wong" set so hard that nobody believed the figures at first - not even Holly Golightly herself.



SYDNEY - Popular TV personality Elaine White(left) with Joanne Lynch, who modeled the 'Tiffany' collection - specially designed in Sydney and inspired by the jewelry worn by Audrey Hepburn - at a recent press gathering held at the Australia Hotel. Entire collection was later televised in connection with a colorful 'breakfast' at Angus and Coote, a prestige Sydney jewelry store.



SYDNEY - A real crowd-stopper was a recent typing marathon held by Waltons-Sears department store which scored wide newspaper and TV coverage. Backing the finger-tapping contestants are "Breakfast at Tiffany's" blow-ups, showing the typewriter for which Audrey Hepburn buys a ribbon so that leading man George Peppard can further his literary career. Entrants typed from a copy of the film script for more than two days.



SYDNEY - Queues - always queues - at the Prince Edward. This time the lines are for "Breakfast At Tiffany's," one of a long line of Paramount hits in Australia these days.



SYDNEY

Pictured signing first release deals are Paramount's managing director Robert L. Graham (right) and Greater Union Theatres chairman of directors Norman B. Rydge. Looking on is Paramount secretary-treasurer James A. Sixsmith. The contracts concern the Prince Edward, Sydney, the Barclay, Melbourne, and Wintergarden, Brisbane.

PARAMOUNT EVENTS IN THE BRITISH SCENE



DUBLIN, Eire - The Presley fans went for Hal Wallis' "Blue Hawaii" at the record-breaking presentation of the Hono-lulu attraction at the A.B.C.Adelphi here. (This shot is really a classic example of unrestrained enthusiasm).

* * * *



LONDON - Among the film industry notables presented to Her Majesty Queen Elizabeth at the Royal Film Performance of "West Side Story" at the Odeon Theatre, was Paramount managing director F. E. Hutchinson. On left is Mrs. Hutchinson, and on right is Sir Philip Warter.



LONDON - The jet-alert showmanship forces of the A.B.C. Circuit went out for "My Geisha" in a really big way--with this massive trailer display that covered all of the North East area of the city.

LONDON - Paramount's "Forever My Love," spectacular romantic drama in Technicolor co-starring Romy Schneider and Karl Boehm, will have its United Kingdom premiere here April 19 at the Odeon-Marble Arch. The attraction will go into release in the greater London area in May.



LONDON - A capacity crowd of very thrilled fans exits from the Plaza after viewing "A View From the Bridge." This Paramount release is being distributed by the company throughout the world, with the exception of the U.S. and Canada.

BELOW

LONDON - Plaza manager May Gayton with the Plaza Geisha-ettes who were such a hit with the public during the recent engagement of "My Geisha."



Her Majesty shaking hands with Yul Brynner. (Mr. Brynner recently completed a starring role in "Escape From Zahrain" for Paramount).

BELOW

DUBLIN, Eire - The Emerald Girl Pipers parading through the streets of this city to welcome Elvis Presley's "Blue Hawaii" at the A.B.C. Adelphi Theatre.







Charlton Heston in a somber moment of the Mel Shavelson comedy, "The Pigeon That Took Rome." Heston helps mightily in making this picture a real laugh riot.

"GIRLS! GIRLS! GIRLS!" is the final title of producer Hal Wallis' next Elvis Presley picture, formerly titled "Gumbo Ya-Ya."

Stella Stevens will be one of Presley's two leading women. Director Norman Taurog starts the film in Hawaii next month.



A minimum of words, a maximum of effectiveness, and of course the Paramount trade mark, characterize the standard one-sheet poster prepared by the German Paramount organization for "Breakfast At Tiffany's."

First week of the re-release of "Shane" in the Liberty Theatre in Colombo, Ceylon, produced 75% more than the gross of the initial release's first week.

"Shane" is still a mighty powerful film.

EINE NEUE GROSSE JOHN FORD-PRODUKTION

Endlich haben wir "The Man Who Shot Liberty Valance" - einen großartigen Film gesehen und glauben, ihn in jene Sonderklasse von "Shane", "High Noon" und "Stagecoach" einreihen zu können. Deshalb wird die gesamte Paramount-Organisation dieser Produktion ihre besondere Sorgfalt widmen. Von besonderer Bedeutung ist außerdem die Tatsache, daß John Ford, der Produzent dieses Streifens, bereits Pläne für einen neuen großen Paramount-Film, ebenfalls mit John Wayne und anderen großen Stars - ganz so wie in "The Man Who Shot Liberty Valance" - in Angriff nimmt. Der Autor dieses neuen Filmes ist James Michener.

Diesen Monat veröffentlichen wir Paramounts Beitrag zu den Oscar-Nominierungen für 1961. Wir sind stolz, daß von den 5 genannten Schauspielerinnen 2 für ihre Leistungen in Paramount-Filmen nominiert wurden: Audrey Hepburn für "Frühstück bei Tiffany" und Geraldine Page für "Sommer und Rauch". Außerdem hat "Moon River", das von Audrey Hepburn in ihrer großen Komödienrolle gesungene Lied, alle Chancen einen Oscar zu gewinnen.

Eine weitere Produktionsankündigung von größter Wichtigkeit ist, daß der bekannte Fernseh-Regisseur George Schaefer einen Vertrag als Produzent von drei kommenden Paramount-Filmen unterzeichnet hat. Schaefer hat bereits die höchsten Preise auf dem Gebiet des Fernsehens gewonnen und wird sein großes Können jetzt auch in der Filmwelt beweisen. Der Titel seines ersten Filmes wird in Kürze bekannt gegeben. Die höchsten Budgets sind für alle seine Filme vorgesehen, die spezifisch für den Weltmarkt, in Farbe und großer Starbesetzung hergestellt werden.

Einer der beliebtesten Filmschauspieler ist zur Zeit Paul Newman. Paramount hat mit ihm und dem Regisseur Martin Ritt ein Produktionsübereinkommen über mehrere Filme in den kommenden Jahren abgeschlossen. Der erste dieser Filme steht kurz vor Drehbeginn und trägt gegenwärtig den Titel WILDEST OF THE THOUSAND. Er handelt von einem halsstarrigen Texaner, der glaubt, daß gegen die Macht seines Wohlstandes niemand aufkommen kann. Eine ebenso halsstarrige Frau beweist ihm das Gegenteil. Bis jetzt wissen wir noch nicht, wer diese Frau sein wird, doch sind wir bereits sicher, daß der Zusammenstoß dieser beiden Menschen einen unterhaltsamen Filmstoff abgeben wird.

Wir nähern uns jetzt immer mehr jenem Zeitpunkt, an dem wir Howard Hawks großartiges "Hatari" auf die wartende Welt "loslassen" werden. Dieses Wildfänger-Epos ist einer der erregendsten Filme, die je gedreht wurden - ein Film, der auf Jung und Alt die gleiche Faszination ausüben wird. Eine umfangreiche Werbekampagne für diesen Film befindet sich seit vielen Monaten in Vorbereitung, und zweifellos haben auch Sie schon manches über den Film gelesen. Auf einer anderen Seite erzählen wir Ihnen mehr über die Hilfe, die wir der Willys Company sowohl zukommen ließen als auch verdanken. Sie war es, die uns die vielen Fahrzeuge zur Verfügung stellte, die wir zum Tierfang in Afrika nötig hatten. Die Willys Company ist wie die Paramount über die ganze Welt verbreitet, so daß es in fast jedem Land möglich sein wird, mit der Unterstützung der Willys Leute in der Werbekampagne für "Hatari" zu rechnen.

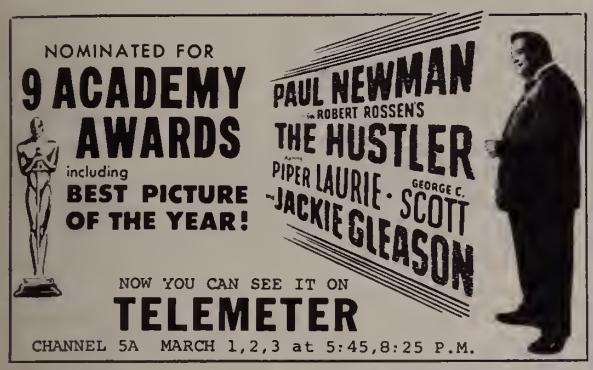
Ihr Redakteur möchte abschließend mit einem Wort auf die Tatsache hindeuten, daß er laufend lobende Kommentare über die Größe, die Vielfältigkeit und den Nutzen von so manch guter Schaumannsarbeit hört, die hier schon veröffentlicht wurde. Es ist ganz offensichtlich, daß unsere Werbung noch niemals auf einer so hohen Stufe stand wie in den letzten zwei Jahren. Deshalb versuchen wir in Zukunft noch besser zu werben, gerade jetzt, wo wir eine solch große Auswahl neuer Produktionen haben.



FRANKFURT - The renowned fashion shop of Mariann on this city's famous and busy Kaiserstrasse used blow-ups of costume expert Edith Head's designs, and blow-ups of the stars of "The Pleasure of His Company" for a two-way showmanship result -- for its own creations, and for the very attractive comedy.

PARAMOUNT SHOWMANSHIP IN GERMANY TODAY IS AT AN ALL-TIME HIGH*****

HIGHSPOT NEWS OF TELEMETER



Telemeter kept its Etobicoke subscribers up to the minute, so far as the Academy Awards were concerned, by presenting films, stars and players nominated for Awards. Above is a postcard sent subscribers concerning "The Hustler."



TORONTO - The McGuire Sisters (at left) and the Kane Sisters (triplets) as they put on their show 'live' over the network of Trans-Canada Telemeter. In the foreground are some of the Telemeter subscribers who were invited to the studio presentation, and who were incorporated into the show itself.



THE TELEGRAM

TORONTO, TUESDAY, MARCH 6, 1962

Trustees Want Federal School Body

Education For A Changing World

She Has No Idea Why She Teaches

Sincerely Yours
by Frank Tumpane

NEVER TAKE A DARE

The BIGGEST Lapidistra?

JIM BISHOP, reporter

The advent of the next Trans-Canada Telemeter attraction, the team of Gracie Fields and Stanley Holloway, was front page news in The Telegram of Toronto. There was also a 3-column story about the renowned international entertainers.

RIGHT

Fac-simile of telegram received by Phil Isaacs from Gracie Fields, which was sent to all Trans Canada Telemeter subscribers. This stimulated great interest in the advent of the team comprising Miss Fields and Stanley Holloway.

TELEMETER THEATRE IN THE HOME — TELEMETER-GRAM — TELEMETER THEATRE IN THE HOME

Dear Subscriber -
I know you'll want to see Gracie Fields and Stanley Holloway on their hilarious night club show on Telemeter's "Headliners in Toronto" presentation March 9 to March 15
Phil Isaacs

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PHIL ISAACS TRANS COA TELEMETER
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ARRIVING TORONTO EARLY NEXT WEEK FOR CAMERA REHEARSALS OF SUPPER CLUB SHOW ON "HEADLINERS IN TORONTO". EXCITED AND THRILLED AT PROSPECT OF PLAYING ON TELEMETER'S THEATRE IN THE HOME WITH STANLEY HOLLOWAY. STANLEY FLYING IN FROM LONDON AND WITH A LITTLE BIT O'LUCK WE'LL GET HIM TO THE STUDIO ON TIME. REGARDS

GRACIE FIELDS



Another view of the Telemeter subscribers who became part of the actual show in which the stars were the McGuire Sisters, the Kane Triplets and comedian Bill Dana, who is known also as Jose Jiminez in his appearances with the McGuires. Larry Mann was master of ceremonies for the show.



One of the many facets of the superb showmanship campaign preceding the appearance of the McGuire Sisters on Toronto Telemeter was this mailing piece covering their Coral Record albums, sent to every subscriber by the Toronto distributor of Coral Records.

George Marshall, ace director where comedy is tops, will direct "Papa's Delicate Condition," Corinne Griffith's best-seller which Jack Rose will produce for Paramount release with Jackie Gleason in the starring role. The comedy is scheduled to begin filming in mid-June.



FRANKFURT - This very realistic, life-size standee of Audrey Hepburn was placed (with official sanction) in a showmanly showcase right inside the main post office of this city. And everybody goes to the post office,y'know!

In mid-March,William Holden spent two days conducting a series of telephoned press conferences from Hollywood in the interests of "The Counterfeit Traitor."

From the Paramount Studio he discussed the filming of the World War II thriller with leading newspaper editors and columnists in key cities throughout the U.S.

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RIGHT

LOS ANGELES - White Front Stores (supermarkets) have a particularly heavy plug to Jerry Lewis' "The Errand Boy" during the comedy's multiple run here. Especially with these 10-foot cutouts of the star.



TORONTO, Canada - Although the scene above was pictured during the 13th week of Audrey Hepburn's "Breakfast at Tiffany's" at the Hollywood Theatre, the gayandjoyous film was in its 15th week as we went to press. Responsible for this were a) the entertainment quality of the film itself, b) the 4 Academy Award nominations it had won, and c) the administrative showmanship of Len Bishop, the manager of the Hollywood.

Her Name Is Mud

"Mother of Elephants" is the nickname Masai tribesmen gave Elsa Martinelli during the East Africa location filming of "Hatari!" Honored for her skill while working with three baby elephants, Miss Martinelli was "treated" to a ceremonial native mud bath, which now assures her perpetually high standing in the tribe.



Surrounded by shouting, dancing members of the warrior tribe, Miss Martinelli had her beautiful caiffure smeared in red mud; her face "rouged" with volcanic ash and her slim figure encased in a flapping dark brown smock for the initiation rites.



Mr. Weltner....

(Continued from Page 6)

lease pictures), our Studio is giving us an uninterrupted succession of tremendously important pictures beyond anything that we have been privileged to receive from that source in the 40 years that I have been with the Company...."

Mr. Weltner then proceeded to list and to describe the productions he was referring to. In the beginning were the three that we have named and pictured on Page 3 - "Hatari!", "The Man Who Shot Liberty Valance" and "The Counterfeit Traitor." Then the two comedy gems, "The Pigeon That Took Rome" and "Who's Got the Action?" Then the new Jerry Lewis picture, this time not directed by Jerry - "It's Only Money." And then, Debbie Reynolds in "My Six Loves," Elvis Presley's "Girls, Girls, Girls," incomparably produced by Hal Wallis; and the Wallis touch again in "A Girl Named Tamiko." And the Paul Newman picture tentatively titled "Hud" ; another John Ford production, "Climate of Love," starring John Wayne; Audrey Hepburn and William Holden in "Together in Paris," and Frank Sinatra in "Come Blow Your Horn."

And then there was the closing challenge in Mr. Weltner's letter...and we quote: "We cannot, in our own mind, group this program or any part of it. Each picture must be analyzed, must be merchandised and must be sold on its own tremendous merit. Anything less than this is insufficient. If we, who are charged with the selling, the merchandising and the publicizing of these pictures, can meet this challenge, and I know that we will, Paramount will emerge in the only position that can satisfy us, namely first, the leader of the industry, Paramount."

JACKSONVILLE "The Man Who Shot Liberty Valance" was sneaked here Sunday. Audience reaction was terrific. Plenty of laughs. Plenty of edge of seat sitting. Ladies' comment "The first western I really liked". Men's comment: "A wonderful picture that has everything". James Stewart and John Wayne are always good by themselves, but together - WOW! General Sales Manager Jerry Pickman visited our Branch, as he did all other branches in the states. The meeting we held was a most wonderful experience, enjoyed by all members of the Jacksonville Branch. The comment, "I wish he could visit us more often", was made over and over. We were most appreciative of his explaining ways and means to get more bookings and dollars from our prints on hand, as we here in Jacksonville are always working for that extra playdate and those extra dollars. We have put his suggestions into practice and they are paying off.

The 9 Academy Award Nominations on "Breakfast at Tiffany's" and "Summer and Smoke" are bringing in many extra bookings and dollars in this area, as I am sure they are in other areas.

Summer vacations will be here in just a few months, so here is an invitation to each and every one of you to come on down to see us.

-Dave Harris

A NEW AGE HAS DAWNED FOR STIRRING, MOVING AND BEAUTIFUL FILMS OF THE CALIBRE OF "FOREVER MY LOVE."

U.S.-CANADA NEWS SHOTS



TORONTO, Canada - One of the shopping highspots of this city is Honest Ed's emporium of bargains, with its massive interchangeable sign, claimed to be the largest in North America. As displayed, Ed staged a 48-hour Twist Marathon with high cash prizes. He also tied in with the Midtown Theatre, next door, where "Hey, Let's Twist!" was the attraction, by making announcements over his public address system regarding the picture, and by displaying the stand for the Midtown Theatre shown at right. Standing beside the stand is Morris Appleby, the Midtown's manager.



NEW YORK CITY - Lee Marvin (r.), who co-stars with John Wayne and James Stewart in John Ford's "The Man Who Shot Liberty Valance," discusses the film story with George Scullin, noted writer-editor and authority on the Old West, during his (Marvin's) recent visit to New York's in the picture's interests.



NEW ROCHELLE, N.Y. - Mayor Stanley Church extends a welcome to the city to Barney Balaban, left, president of Paramount Pictures Corp., on the occasion of the 'sneak' preview of Howard Hawks' "Hatari!" at the local Loew's Theatre.



KEY WEST, Florida - A fine day's fishing here recently by four film industry toppers produced this mixed program of roadshows, features and short subjects of the marine world. Pictured L to R: 'Iggy' Carbonell, top exhibitor of this southernmost U.S. city; James H.(Jimmy) Harrison, general manager of the Wilby-Kincey Circuit of Southern U.S. theatres; Edwin Dennis Martin, head of many important Martin Circuits in the southern states, an industrialist heading many top US enterprises, and an important executive in the Cinerama empire; and standing at right, George Weltner, Paramount vice president in charge of world sales. Who caught which fish is not, and will not be, recorded here. D'you thing we go fishing for trouble?



RIGHT

NEW YORK CITY - Discussing plans for the invitational dress premiere of "Forever My Love" at 72nd Street Playhouse on March 26 are, L to R: Paul A.Goldschmidt, executive secretary of the U.S.-Austrian Chamber of Commerce; Dr. Johanna Nestor, Acting Consul General of Austria; Otto N. Spitz, Austrian Trade Delegate to the U. S.; and Kurt Hampe, head of the Austrian Information Service.





NEW YORK -Sneak preview sign at DeMille Theatre for "My Geisha."

HOLLYWOOD - In the studio for a periodic look-see at the new Paramount product, George Weltner, vice-president in charge of world sales, lunches with Martin Rackin (left) in charge of production, and Jack Rose, producer of "Who's Got the Action?"



This compelling and dominant advertisement for the spectacularly beautiful "Forever My Love" appeared in The New York Times on March 25th. Diplomatic and social premiere of the film occurred the following evening, and the public presentation on the day following that event.

Attending the Official New York Premiere of "Forever My Love"



Arriving at the 72nd Street Playhouse for the 'black tie' premiere of "Forever My Love" are, L to R: Mr. Peter Goldschmidt; Austrian Consul General Dr. Hannah Nestor; Mrs. Barney Balaban; Mr. Barney Balaban, president of Paramount Pictures.



Dr. and Mrs. Matsch. He is Austrian Ambassador to the United Nations, and his wife is a sculptress who did the U.N. statue to the late Secretary General, Dag Hammarskjold.

Photos by ED SULLIVAN

HOLLYWOOD previewed "My Geisha" the evening of March 21st, and the following day this significant telegram was despatched to New York by Herb Steinberg, studio publicity head:

AS LATE AS FIVE O'CLOCK TODAY WE ARE STILL RECEIVING ENTHUSIASTIC AND CONGRATULATORY PHONE CALLS FROM NEWSPAPER MEN AND EXHIBITORS WHO SAW LAST NIGHT'S MOST GRATIFYING PREVIEW OF "MY GEISHA". PACKED THEATRE OF MAGAZINE, TRADE, PRESS AND EXHIBITORS AS WELL AS SUBSTANTIAL PAID AUDIENCE THOROUGHLY ENJOYED THIS FILM FROM BEGINNING TO END. GENEROUS APPLAUSE AND HAPPY LAUGHTER THROUGHOUT FILM PUNCTUATED BY HEARTFELT OVATION AT END TITLE. OUR EXPERIENCE HERE EXACTLY COMPARABLE TO DESCRIPTION NEW YORK PREVIEW



THE THEATRE

Exterior of the 72nd Street Playhouse, New York City, the evening of the official premiere. Audience was one of the city's most distinguished in years.



MELBOURNE, Australia - Among the notables attending the first Australian screening of "My Geisha" were Melbourne's Lord Mayor, Cr. Maurice Nathan (right) and Lady Mayoress, Mrs. M. Nathan. At left is Robert L. Graham, Paramount managing director. Screening was at the Esquire Theatre in Elsternwick and was held to raise funds for the Royal Australasian College of Surgeons, in which aim it was splendidly successful.



ED SULLIVAN photo

NEW YORK - James Stewart arrives here as one of the stops on his national tour in behalf of "The Man Who Shot Liberty Valance," and is met at International Airport by Nicholas Mamula, Paramount publicity manager. Mrs. Stewart is at the right.



LEFT

NEW YORK CITY - Attending the official premiere of Paramount's "Forever My Love" at the 72nd Street Playhouse were Mr. and Mrs. Hans Von Wallenberg. He is Consul for West Germany in New York.



NEW ROCHELLE, N.Y. - Present at the exciting 'sneak' preview of "Hatari!" at Loew's Theatre here were, L to R: New Rochelle Mayor Stanley Church, John F. Murphy, executive vice president of Loew's Theatres,Inc.; and Howard G. Minsky, asst. general sales manager, Paramount Film Distributing Corp.

INTERNATIONAL PERSONALITIES IN PARAMOUNT CINEMA EVENTS



TOKYO - Three Paramounteers in Japan's Imperial Hotel. In the centre, James E. Perkins, president of Paramount International; at left, S.A.Henriksen, Far East division manager; at right, Nobuo Metori, general manager in Japan.



ED SULLIVAN photo

NEW YORK - Eric Erickson, whose real-life story from World War II was the basis of "The Counterfeit Traitor," is met by George Seaton, director of the Paramount production, on arrival at International Airport.



NEW YORK - Herman (Hi) Smith, with Paramount's domestic advertising and publicity department since 1956, has been appointed staff assistant to Armand Cardea, director of advertising, publicity and exploitation for Paramount International Films, Inc.



PARIS - Yves Montand is interviewed by Monique Berger of the French Broadcasting Company at the Elysees Theatre premiere of "My Geisha."

RIGHT

TAIPEI, Taiwan - On an official visit to the great studio of the Central Motion Picture Corporation, Mr.J. E.Perkins, centre, and S.A. Henriksen, left, are shown the vast organization by its General Manager,William C. Lee.



HOLLYWOOD - John Wayne (at left) and Andy Devine enjoy not a common joke but a joke in common on the set of "The Man Who Shot Liberty Valance."



HOLLYWOOD - Present at the Foreign Press Association banquet at the Beverly-Hilton, were Paramount star Stella Stevens and John Saxon.



LONDON - Shown at the Plaza Theatre premiere of "My Geisha" are, L to R: Paramount managing director F.E.Hutchinson, actress Yolande Donlan and her producer husband, Val Guest.



NEWS FROM THE CROSSROADS OF THE WORLD

VACATION NOTE Burton Hanft, assistant Eastern production manager, is absorbing sunshine at Dorado Beach, Puerto Rico. Holding the fort for him back in the area of receding winter is his able secretary, Lee Thompson.

A welcome newcomer to the purchasing department headed by Charles McMains is Dorrie Cavaleri, clerk intermediate. A native New Yorker, just a year and a half out of high school - and situated very close to the publicity department - Dorrie is quickly absorbing the motion picture business.....A change from sales to production was experienced by Esther Richter, former secretary to Howard Minsky. Mrs. Richter is now secretary to Boris Kaplan, head of the talent department. Earlier, Mrs. Richter had come East from San Francisco,where she had been a most valuable member of the Paramount staff there. Her high value to Paramount continues in her newest post.

Valerie Testa, assistant secretary to Mr. George Weltner, announced on March 9th her engagement to Frank Constantino. Our very best wishes to the happy couple.

One of the happiest items of news it has been our pleasure to report in a long while is the return of Aldyth Reichenbach to her desk as secretary to President Barney Balaban. Miss Reichenbach experienced a grievous fall at the Christmas season when a telephone wire at her desk caused her to take the kind of a trip that nobody enjoys taking. Her next trip will be negotiated through a tourist agency.

Her fourth year of highly successful secretaryship to Mr. Weltner has just been registered by Harriett Miller. Highest of all the tributes paid her on this occasion came from her 'boss.' Congratulations, Harriett.

With all of the scene-shifting and moving of furniture around Home Office these days it is a priceless asset to the atmosphere of things generally to have functioning under Maintenance Chief and Assistant Office Manager Harold Wilson, so cheerful and agreeable a group of Paramounteers as Simeon Anderson, Charles Urling, Adolphus Harriott and Joseph Garcia. Thanks, men!

Lou Silberling, head of Famous Music, must have been a mighty proud man as he read The New York Times of February 27th. His son,Edwyn, who was noted as "the ideal crusading type for racket-busting," was profiled in that issue in two major stories which occupied most of Page 25. Edwyn Silberling, who was in the U.S. Air Force during the War, now heads the Organized Crime and Racketeering Section of the Justice Department's Criminal Division in Washington. And, as The New York Times puts it, "The section is a pet project of Attorney General Robert F. Kennedy." No wonder Lou is proud!

Peter Warshaw, son of the head of Paramount's Medical Department, was the winner of a New York State Regents Scholarship, awarded by the NY State Educational Department. Peter,a senior at McBurney High School, was the victor over all comparable students in the state.

Paramount International's noted analyst, Alex Kiralfy, an author renowned over the years for perceptive writing and uncanny forecasting, receives particular mention in Volume VIII of the History of the United States Naval Operations in World War II. For many years Alex has been a much respected contributor to the internationally renowned magazine, Foreign Affairs.

Paramount Medical Department Notes.

Our Company also shared in the honor of having Dr. Leon J. Warshaw invited by New York Governor Nelson A. Rockefeller to participate with the Governor's Committee in the March 16th meeting at the Plaza Hotel on the subject of "Employ the Physically Handicapped." Four days later, Dr. Warshaw was in Cleveland participating in the National Health Forum. He had been designated to represent the field of Occupational Medicine in a three-day conference devoted to Safety and Accident Prevention. Four days later, on March 24th, he was scheduled to be banquet speaker at the annual banquet of the New Jersey Heart Association in Atlantic City. In April, Dr. Warshaw will take an intensive refresher course on "Cardiology in Industry" in Chicago, and while in that city will attend the convention of the Industrial Nurses Association.

We recently read an informal and very revealing interview with Dr. Warshaw published in "Medical Economics." It indicated his basic and human concept of industrial medicine, of which so many Paramount personnel are the beneficieries. Interview showed how and why "a good medical program is concerned primarily with keeping employees healthy ....." At one point Dr. Warshaw says: "You see, the industrial physician is much more interested in preventing sickness than in curing it.....He has to anticipate illness so that it can be treated before it lays the patient up. And it's the little complaints that provide the clues....."

Another note on the many-faceted, enormously useful activities of Leon J. Warshaw, M.D., F.A.C.P.: As of the first of the year, he has been a member of the editorial board of The Journal of Occupational Medicine.

Bowling:

Two weeks ago, Bowling News 'gave' the championship of the Paramount Pictures Club League to Stella Stevens.....But now the title race has started all over again, with Bob Cummings getting to within two points of Stella's lead. It now looks like a dogfight between these two, with John Wayne given an outside chance. ....Nick Hatgis set a new series mark with 618, only to have Bob Guilfoyle get to 620 the following week. Sara Sowers upped her 3-game tally to 551.

- Bob McKeown



BRUSSELS - Throngs of ardent picturegoers on hand to greet the presentation of "Breakfast at Tiffany's" at the celebrated Eldorado Cinema. The Audrey Hepburn comedy was given a magnificent advance campaign by Paramount manager for Belgium, Julian Binstock and his able publicity and showmanship staff.

JAMES STEWART ET JOHN WAYNE, VEDETTES DU NOUVEAU ET MERVEILLEUX FILM DE JOHN FORD.....

Nous avons enfin vu "The Man who Shot liberty Valance" et nous pouvons dire que c'est un grand film. Il est de la classe de "L'Homme des Vallées Perdues", du "Train sifflera trois fois" et de "La Chevauchée Fantastique". Toute l'équipe Paramount dans le monde entier est alertée car ce film sera certainement l'un des plus importants de la production cinématographique internationale de 1962. Un signe particulier : John Ford, le producteur, projette de réaliser un autre film Paramount avec comme vedette John Wayne qui sera entouré d'autres grands acteurs comme dans "The Man who Shot Liberty Valance". L'auteur de ce nouveau film est James Michener.

Nous vous donnons ce mois-ci des nouvelles des candidats aux Oscars 1961. Nous sommes très fiers que parmi les cinq actrices désignées, il y en ait deux qui soient candidates pour leur interprétation dans des films Paramount. Audrey Hepburn pour "Diamants sur Canapé" et Géraldine Page pour "Eté et Fumées". Nous avons une grande chance d'obtenir l'Oscar pour la meilleure chanson qui est "Moon River", le refrain obsédant chanté par Miss Hepburn dans cette grande comédie.

Sur le plan de la production, nous vous faisons part d'un fait important : l'engagement de l'éminent metteur en scène de la télévision George Schaefer comme producteur de trois nouveaux films Paramount. M. Schaefer a gagné tous les premiers prix dans le domaine de la télévision et il apportera ainsi un talent particulier dans le domaine du cinéma. Le titre de sa première production vous sera annoncé prochainement. Tous ses films, en couleur, avec de grandes vedettes, seront des films à gros budget qui seront conçus spécialement pour attirer le public du monde entier.

Une des vedettes les plus populaires aujourd'hui est Paul Newman. Paramount a conclu un accord avec Paul Newman et le metteur en scène Martin Ritt pour la réalisation de plusieurs films dans les années à venir. Le premier, qui commencera incessamment, s'appelle provisoirement "Wildest of the Thousand". C'est l'histoire d'un Texan têtu, qui croit que la puissance de sa richesse est imbattable. Une femme, également têtue, lui démontre le contraire. Nous ne savons pas encore qui interprétera le rôle de la femme mais le conflit entre les deux protagonistes en fera un film passionnant.

Le moment approche où nous allons lancer "Hatari" de Howard Hawks, que tout le monde attend avec impatience. Cette saga de la chasse aux fauves constitue incontestablement un des films les plus passionnants qui aient jamais été faits et il exercera un égal attrait sur les jeunes et les moins jeunes. Une campagne de lancement extrêmement complète a été mise au point depuis de nombreux mois pour ce film exceptionnel et vous avez déjà reçu sans aucun doute une partie du matériel. Sur une autre page nous vous donnons des détails sur notre efficace collaboration avec la Willys Motor Company, la Société qui a fourni tout le matériel automobile pour la chasse des animaux en Afrique. Willys Company comme Paramount est une compagnie internationale. De cette façon dans presque tous les pays, vous pourrez compter sur la collaboration avec Willys pour votre campagne de lancement de "Hatari".

Votre rédacteur aimerait ajouter qu'on lui adresse constamment des louanges sur l'extension, la variété et la grande utilité des campagnes de lancement illustrées, publiées dans ce magazine. Il est évident que les lancements n'ont jamais auparavant atteint un niveau aussi élevé. Qu'il s'élève encore davantage, maintenant que nous avons une série de films aussi imposants.

Keynote of the wonderful showmanship campaign launching "Breakfast at Tiffany's" in Belgium was a prize of a diamond bracelet valued at 80,000 francs.



BRUSSELS - Prominent in-store displays for the novel on which the film was based, and for the RCA record album of the film's music, characterized some of manager Julian Binstock's massive showmanship campaign for "Breakfast At Tiffany's." Above is one of more than 60 displays arranged in this city, and of course each display named the Rex as the cinema showing the Audrey Hepburn film.



Glitteringly effective 2-sheet poster prepared by the French organization for Audrey Hepburn in "Breakfast At Tiffany's."



PARIS - Seated among the audience at the premiere of "My Geisha" at the Elysées Cinema were the film's co-star and his equally famous wife, Simone Signoret.

Mr. J.E.Perkins in Japan



Paramount International's president has lunch with the top members of the Paramount staff in Japan at the Imperial Hotel, Tokyo, on February 28th:

Left row, L to R: Mr. M. Fujita, accounting; Mr. T. Komaki, publicity; Mr. S.A.Henriksen, Far East division manager; Mr. J.E.Perkins; Mrs. Nagai, secretary. Right row, L to R: Mr. M. Mizukami, sales; Mr. H. Ozawa, Kyushu branch manager; Mr. S.Hatano, sales manager; Mr. N. Metori, general manager; Mr. K. Sakamoto, Osaka branch manager; Mr.H.Otake, Nagoya branch manager; Mr.Y.Yamamoto,Hokkaido branch manager.



TOKYO - His visit to Japan completed, a cordial good-bye is said by Mr. Perkins to Mr. J. Mori, managing director of the great Shochiku organization.

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"Pigeon That Took Rome" Composer Makes Paramount Visit in Tokyo..





TOKYO - Noted Italian composer A.Cicognini, who composed the score of "The Pigeon That Took Rome," met Paramount general manager N.Metori in the Ginza Tokyu Hotel on a recent visit to Japan. They are shown above exchanging greetings. AT RIGHT Mr. Cicognini being interviewed by representatives of the 750,000-circulation Tokyo Shimbun. Interview as published following day had plenty of mentions of "The Pigeon That Took Rome," and Paramount.

ジェームス・スチュアート、ジョン・ウェイン、ジョン・フォードのコンビ

期待の「リバティ・バランスを射つた男」の試写が行われたが、予想通りの大作である。「シェーン」「真昼の決斗」及び「駅馬車」を含む第一級のグループに堂々と入る作品である。映画産業が一九六二年に公開する最高作品の一つとして運命づけられているこの作品についてパ社全員の注意が喚起される次第である。これに関連して特に意義深いことはこの作品のプロデューサー、ジョン・フォードが既に「リバティ・バランスを射つた男」の場合と同じくジョン・ウエインを主役に、その他多数の著名なスターにとり囲まれてパ社の次の大作の計画を進めていることである。

ヘップバーン他アカデミイ賞の有力候補

今月の重要ニュースは一九六一年度アカデミイ賞候補に名前を連ねるパ社の進出である。先づ五人のトップ女優のうち二人までがパ社作品での演技を買われて指名されたもので、「ティファニーで朝食を」のオードリー・ヘップバーンと「夏と煙」のジェラルディン・ページの二人である。尚この映画の中でヘップバーンが唄う魅力ある歌「ムーン・リバー」もベスト・ソングとしてアカデミー賞の強い可能性を持つている。

著名なテレビ監督パ社三作品を製作

更にパ社製作部発表として大きな意義を持つニュースは著名なテレビ監督ジョージ・シェーファーがパ社の三つの作品のプロデューサーとして契約したことである。シェーファー氏はテレビ界のすべてのトップ賞を獲得している人で、今度の契約により映画界に新風を吹きこむものと期待されている。第一作品の題名は近く発表される予定であるが、三つのカラー作品は何れも巨額の製作費を予定して居り、豪華なキャストと大衆へのアピールをもつて世界市場を目指すことになつている。

ポール・ニューマンの新しい主演作

今日の映画界で最も人気のある男優の人ポール・ニューマンがパ社と契約、マーティン・リット監督とのコンビで此処二、三年間に数本の作品に主演することになつた。その第一作は近く製作にとりかかることになつている「ワイルデスト・オブ・ザ・サウザンドー」である。これは自己の持つ富の力を絶対のものと信じている頑固なテキサス男の物語であるが、同じように頑固な女がその間違いを悟らせるという筋書である。その女性に扮するスターは今の所未だ不明であるが二人の取合せは必ず面白い作品を作り出すことであろう。

「ハタリ」の公開迫る

待望久しいハワード・ホークスの巨篇「ハタリ」の公開が間近に迫つた。動物捕獲のこの物語は老若男女を問わずすべての観客の興奮をさそう作品である。この映画に対して何ケ月にも亘つて曾つてない大きな規模をもつてショウマンシップ・キャンペンが進められ、その多くの資料は既に諸賢のお手許に届いた筈であるが、本号ではパ社とウィリス・モーター会社との間に契約したタイアップについて詳細を報告する。この会社はアフリカで動物を捕獲する為に使う多数の自動車を提供して居り、パ社と同様に全世界に支店をもつているため、殆んどすべての国で諸賢は「ハタリ」のショウマンシップ・キャンペンに対して貴地のウイルス社から価値ある援助を期待出来る筈である。

更に高度のショウマンシップを

本誌編集者は本誌に紹介された素晴しいショウマンシップの質と量について常に賞讃の言葉を受けていることをお伝えし度い。過去一、二年に到達したショウマンシップの水準は曾つてない高度にあることは明瞭で、優秀な新作品多数を擁する今日、我々はショウマンシップの水準を更に一層高めたいものである。

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FAR EAST SCENES OF PEOPLE AND EVENTS



KUALA LUMPUR - This "Blue Hawaii" sign on the side of the Odeon measured 22 x 30 feet, and since the theatre is strategically situated (as all Cathay cinemas are), at the junction of K.L.'s two main streets, the poster was certainly seen by everyone.

Further scenes of Mr. J.E.Perkins in the Orient will appear in next month's round-up story of Paramount International's president's journey.



TOKYO - Arriving here on the first leg of a business journey around the world, James E. Perkins, president of Paramount International Films, receives a welcoming gift of flowers from Miss Yumiko Suzuki, Shochiku screen star, at Haneda Airport. Partly hidden by the star is Paramount's general manager in Japan, Nobuo Metori.



SINGAPORE - A private dinner in honour of Mr. and Mrs. James E. Perkins was given by Dato Loke Wan Tho, chairman of the Cathay Organisation, at the hilltop bungalow, "Bukit Yew," overlooking the Straits of Singapore. Sitting at the main table, reading clockwise: Mrs. Loke Yew, mother of Dato Loke Wan Tho; Mr. S.A.Henriksen, Paramount Far East division manager; Miss Latiffah Omar, Malay film star of the Cathay Organisation's Cathay-Keris studios; Mr. W.K.Way, representative of M-G-M; Mrs. Perkins; Dato Loke Wan Tho; Mrs. Mary McAree, wife of Mr. Roy McAree, Paramount manager in Singapore, Malaya and Borneo; Mr. Mike Boxhall, representative of J.Arthur Rank Organisation; Mr. V.S.Padbidri, 20th Century-Fox manager; Miss Noni Wright, Cathay-Keris studios; Mr. Perkins.

IPOH, Malaya - Hal Wallis' "Blue Hawaii" set a record in box-office receipts when it was presented over the Chinese New Year at the Cathay Cinema here.

Total receipts were highest on record in the five years since the Cathay's opening, with the exception of "The Ten Commandments," which played at road show prices, whereas "Blue Hawaii" was at normal prices. The Presley picture also set a record for a single day's takings.



LEFT

MANILA, Philippines - Mr.J. E. Perkins speaking to the Philippines press, with his words being taped for broadcasting later. Far East division manager S.A.Henriksen at right. Philippines manager A.S.Velasquez in rear of Mr. Perkins.



HOLLYWOOD - On the set of "The Man Who Shot Liberty Valance," John Wayne, co-star of the John Ford production gets a gift of a Sony transistor television receiver. Presentation is made by Hiro Ohkochi, manager of the western regional office for the Sony Corporation of America. (Sony is the huge Japanese firm which is now licensed to develop Paramount's Chromatron television tube, as announced in these columns last month).

As an important phase of his business journey around the world, Paramount International president, James E. Perkins, scheduled himself to be in Kuala Lumpur, Malaya, for the all-Asia premiere of "My Geisha."

The presentation of the Shirley MacLaine comedy took place at the Cathay Cinema there on March 16th. It was sponsored by the American community in Malaya for the benefit of the National Monument Fund (the War Memorial), and was under the patronage of the Prime Minister, Tengku Abdul Rahman.

We shall picture-report the event next month.



LISBON - Fast becoming one of the best known theatre fronts in the world is that of the Cinema Condes here. Here is the front announcing the Jerry Lewis comedy, "Cinderfella."

Elmer Bernstein is scoring Hal Wallis' "A Girl Named Tamiko," in which Laurence Harvey, France Nuyen and Martha Hyer are starred. Bernstein's most recent assignment for Wallis was his highly acclaimed music for "Summer and Smoke," which won him an Academy Award nomination.



LISBON - Anybody who missed Audrey Hepburn on the front of the Cinema Imperio, just wasn't interested in looking at anything. And naturally "Breakfast at Tiffany's," known here as "Boneca de Luxo," did business in keeping with such a title.

JAMES STEWART E JOHN WAYNE ESTRELAM UMA MARAVILHOSA PRODUÇÃO DE JOHN FORD

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Vimos finalmente THE MAN WHO SHOT LIBERTY VALANCE, que é um grande filme. Sem dúvida alguma faz parte da elevada classe que inclui OS BRUTOS TAMBÊM AMAM", "MATAR OU MORRER e "NO TEMPO DAS DILIGÊNCIAS". Os paramounteses do mundo inteiro estão recebendo instruções para ficar alerta com êste filme que por certo está destinado a emergir como um dos maiores da indústria em 1962. De particular significação é a circunstância de já estar John Ford, seu produtor, fazendo grandes planos para produzir outra importante obra para a Paramount, com John Wayne como astro, acompanhado de outras importantes



CURITIBA, Brazil - Crowds thronging the Lido Cinema here, where Alfred Hitchcock's "Psycho" shattered the Paramount record and the theatre record despite some of the most dismal weather in years.

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personalidades, tal como aconteceu com THE MAN WHO SHOT LIBERTY VALANCE. O autor da história é James Michener.

Divulgamos êste mês as notícias referentes à participação da Paramount na disputa dos prêmios da Academia, de 1961. Estamos ultra orgulhosos pelo fato de que das cinco grandes estrêlas indicadas para concorrer, duas foram escolhidas por desempenhos em filmes da Paramount. Audrey Hepburn, em BONEQUINHA DE LUXO, e Geraldine Page, em O ANJO DE PEDRA. Há também uma grande chance para a obtenção do Prêmio da Academia correspondente "à melhor canção", MOON RIVER, que dispõe de um assombroso estrabilho cantado por Miss Hepburn naquela ótima comédia.

Outra notícia de grande importância referente à Produção futura, diz respeito ao contrato com o eminente diretor de TV, George Schaefer, para dirigir três filmes para a Paramount. O sr. Schaefer vem conquistando os principais prêmios da televisão e por certo fornecerá uma nota típica do seu talento ao campo do cinema. O título do seu primeiro filme será divulgado em breve. Aliás, todos os seus filmes serão de elevado orçamento de produção, para atender às exigências do mercado mundial, dispondo pois de côres, grande elenco de estrêlas e forte apêlo às massas.

Uma das figuras masculinas mais populares do cinema de hoje é Paul Newman. A Paramount fez um acôrdo com êle e com o diretor Martin Ritt, para fazer vários filmes nêstes próximos anos. O primeiro dêles está prestes a ser "rodado", com o título provável de "Wildest of the Thousand". Diz respeito a um teimoso texano que julga ser indestrutível a fôrça de sua fortuna, e de uma jovem igualmente teimosa que pensa o contrário. Até o presente momento, não sabemos quem interpretará essa jovem, mas por certo será alguém capaz de formar uma dupla a altura do grande valor do filme.

Estamos agora nos aproximando do ponto em que ofereceremos a gigantesca produção de Howard Hawks, "HATARI!", a um mundo em ansiosa expectativa. Esta "saga" em tôrno da captura de animais selvagens constitui, indiscutivelmente, um dos mais excitantes filmes até hoje feitos, capaz de fascinar igualmente jôvens e adultos. Uma das mais compreensivas campanhas de showmanship já idealisadas para um filme, vem sendo preparada há muitos mêses, sendo que parte da mesma já chegou certamente às suas mãos. Numa outra página, estamos citando alguns dos auxílios que demos, e outros que estamos recebendo da Willys Motor, companhia que forneceu vários dos veículos usados no transporte de animais, na África. A Willys Motor, tal como a Paramount, é conhecida mundialmente, de maneira que em todos os territórios os paramounteses poderão contar com o auxílio do representante local da Willys Motor, para cooperar na campanha publicitária de "HATARI!"

O editor desta publicação deseja fazer um comentário a respeito do fato de estar sempre ouvindo elogios à extensa, variada e muito útil divulgação, em nossas páginas, do maravilhoso trabalho de showmanship feito pelos paramounteses. É que, realmente, a ciência do showmanship nunca esteve em nível tão alto como nos dois últimos anos. Vamos pois elevá-lo ainda mais, já que agora dispômos de uma produção muito melhor.

SAO PAULO, Brazil - Premiere crowd at the inauguration of the magnificent new Barao Cine earlier this month. Opening attraction was "It Started In Naples," which Paramount general manager A. Stephen Clug states will run "a minimum of two months in this theatre before going into the circuit."



NEWS OF THE DIVISIONS OF PARAMOUNT PICTURES CORPORATION.....AUTOMETRIC CORPORATION;DOT RECORDS; K.T.L.A.-PARAMOUNT TELEVISION PRODUCTIONS; TALENT ASSOCIATES-PARAMOUNT LTD.; FAMOUS MUSIC CORP.

New York Now Headquarters for Talent Associates-Paramount Limited.



Alfred Levy, left, with David Susskind, vice-president of Talent Associates-Paramount Limited.

Alfred Levy, president of Talent Associates-Paramount Limited television company, which has been occupying West Coast headquarters at the Paramount Sunset Studio, moved his base of operations to New York late last month in order to more efficiently supervise a rush of new commitments to be produced on the East Coast.

The Talent Associates-Paramount Ltd. president stated that practically all activity of the company will be centered in and around New York within the next few months, including filming of the property, "All the Way Home," which David Susskind will produce for Paramount release. It was therefore decided that the current move would allow for more efficient staff supervision of the Paramount feature production and a number of new television enterprises on which Talent Associates will soon embark.

Paramount Pictures Corporation is a fifty percent partner in Talent Associates-Paramount Ltd.

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Another interesting production made under the auspices of Talent Associates-Paramount Ltd. is a record of the White House concert by Pablo Casals, renowned cellist, given in Washington last November 13th. This magnificent musical event will be one of ten hour-long programs to be presented on television on "Festival of Arts," the first to be presented on April 3rd. over Station WNEW-TV in New York and WTTG in Washington. Sponsor of the series is the Standard Oil Company (New Jersey). James Fleming is to be the host for the series, which will be co-produced by Mr. Fleming and David Susskind, vice president of Talent Associates-Paramount, Limited.



Harness Racing Movie

Horses And Tigers!

By Carl Hora

"Fire Away" to be Released with "The Counterfeit Traitor"

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When "The Counterfeit Traitor" world-premieres in New York on April 17th (and in a number of other release centres a few days later), the accompanying short feature will be the electrifying two-reeler, "Fire Away." This is the thrilling and absorbing story of the great attachment of an American youth for a trotter of championship calibre. The picture was filmed in color at Saratoga Raceway in New York State, and it is tense excitement and drama from the first fade-in.

Pictured above is a page article from the March 1962 issue of "Hoof Beats," the monthly publication of The United States Trotting Association, located in Columbus, Ohio. Pictured at top left is cameraman Russ Ervin; at top right are producer Dick Matt and Russ Ervin again. The third picture shows Gerry Kazmaier, the hero of the two-reeler, and a professional actress, Jayne Davis. Kazmaier is an amateur so far as acting is concerned, but his dedicated performance is a joy to behold.

Paramount's Los Angeles television station, K T L A, Channel 5, has been honored by the award of a certificate of merit from The Leukemia Society, Inc.

The citation was given "as an expression of appreciation for distinguished service in the community-wide volunteer effort to combat leukemia." Miss Gene Karaganies, manager of operations for KTLA, accepted the plaque for Bob Quinlan, assistant general manager of the station.

TORONTO, Canada - A new record has been set by "Breakfast at Tiffany's" at the Hollywood Theatre here.

As of March 16th., the great comedy began its 14th week, and was still continuing when we went to press. This particular week brought the picture level with "The World of Suzie Wong."

"Psycho" played 10 weeks and 4 days.

Autometric

JAMES McGLINCHEY, top maintenance man here, this month rounds out 30 years of Paramount service at this West 44th Street address in New York City. Greater part of that time was spent during the building's occupancy by the New York branch staff of Paramount Film Distributing Corp. (now in Head Office). Autometric Organization considers itself most fortunate to have the services of so skilled a maintenance man as Mr. McGlinchey, and looks forward to having him in that post for some time to come.

There must always be a struggle between a father and a son, while one aims at power and the other at independence.
Samuel Johnson



BARCELONA - Close view of the young lady impersonating a geisha in the showmanship campaign for "My Geisha" depicted elsewhere on this page.



SOMEWHERE IN CALIFORNIA - Two toughies. One is director John Ford, the other is a fairly large cactus. Shot was made during the filming of "The Man Who Shot Liberty Valance," in which James Stewart, John Wayne, Vera Miles, Lee Marvin, Edmond O'Brien and Andy Devine have the top roles.

No man can keep a chip on his shoulder if you have him take a bow.
- Franklin P. Jones

RIGHT

ROME - A lovely night shot of the Barberini's very effective front-of-house display for "Breakfast at Tiffany's."

JAMES STEWART Y JOHN WAYNE ASTROS DE UNA PRODUCCION MARAVILLOSA DE JOHN FORD.

* * * * * * * * * * * *

Hemos visto finalmente "The Man Who Shot Liberty Valance" y es un gran film. Está realmente en la linea de las maravillosas obras que incluyen a "Shane", "High Noon" y "Stagecoach". Todo el mundillo de Paramount está alerta ante este film, destinado sin duda a sobresalir entre las mejores películas del año 1962. De singular importancia es el hecho de que John Ford, su productor, está haciendo planes para producir otro poderoso film Paramount con John Wayne de principal protagonista, rodeado de otras grandes figuras, como fué el caso en "The Man Who Shot Liberty Valance". El autor del guión de la nueva cinta es James Michener.

Timely Showmanship.....



BARCELONA, Spain - Early this month, about 100,000 gathered near this city for the very popular automobile Rally Barcelona-Sitjes, for old cars. Taking advantage of this, Paramount publicist Jaime Arias arranged for an appropriately decorated modern Jeep to be on hand, with a charming young Spanish lady garbed as a geisha, its sole passenger. He also arranged for the vehicle to be seen by the entire crowd of one hundred thousand, all of whom duly took note of the Shirley MacLaine picture which was obviously "My Geisha."

The showmanship was scheduled to be repeated by Mr. Arias in Madrid, Zaragoza, Bilbao and Valencia.

Traemos este mes las noticias de la participación de Paramount en las nominaciones para los premios de la Academia. Estamos bastante orgullosos de que de las cinco estrellas nominadas, dos de ellas lo fueron por su labor en películas de Paramount. Audrey Hepburn por "Breakfast at Tiffany's" y Geraldine Page por su actuación en "Summer and Smoke". También existen muchas probabilidades de un premio de la Academia para la mejor canción "Moon River", la estupenda melodía cantada por Audrey Hepburn en su gran comedia.



Otro anuncio de nueva producción del mejor significado es el que se refiere a la firma del eminente director de Televisión George Schaefer como productor de tres films Paramount. Mr. Schaefer ganó todos los principales premios en la Televisión y traerá consigo, por lo tanto, un singular estilo propio a la pantalla grande. Los títulos de las próximas obras se sabrán pronto. Todas ellas se realizarán con presupuestos a gran escala, y se harán de cara al mercado mundial, en color, con grandes figuras y con todo aparato publicitario.

Una de las más populares figuras varoniles del cine actual es Paul Newman. Paramount tiene un contrato de producción con el Sr. Newman y con el director Martin Ritt, para la realización de varias películas en los próximos años. La primera de ellas está a punto de iniciarse bajo el titulo de "Wildest of the Thousand". Trata de un tejano de fuerte personalidad que cree que su dinero lo puede todo. Y una mujer, igualmente de armas tomar, que le hace ver las cosas de otra manera. Todavía no sabemos a quien corresponderá la interpretación femenina, pero el choque de los dos personajes habrá de traducirse en una película muy entretenida.

Estamos ahora a punto de lanzar la producción de Howard Hawk "Hatari!" ante un mundo expectante. Esta película de captura de animales de la selva constituye ya una de las cintas más incitantes que se hayan hecho jamás, igualmente fascinadora para públicos jóvenes que mayores. Desde hace meses se ha estado preparando un importante material, del que ya les habrá llegado buena parte. En otra página de este número detallamos la ayuda recibida de la Willys Motor Company, que nos suministró la flota de automoviles para la captura de animales en Africa. La Willys es, como Paramount, una compañia de ámbito mundial, y por lo tanto en casi todos los paises podrán contar con el apoyo de la gente de Willys para la campaña de "Showmanship" de "Hatari!".

Vuestro editor quisiera añadir un comentario por el hecho de estar oyendo continuas felicitaciones ante la extensión, variedad y utilidad de las magníficas campañas propagandísticas que ilustran esta publicación.

PEOPLE AND EVENTS IN THE LIFE OF HOLLYWOOD



In the days of the Western saloons there was usually a sign on the piano reading, "Don't shoot the piano player, he's doing the best he knows how." In our scene above, it looks as though someone had disregarded this admonition and had pot-shotted Jimmy Stewart for his playing of the accordion in "The Man Who Shot Liberty Valance." Actually, Jimmy is an accordion virtuoso, and was merely relaxing following a tough screen fight with Lee (Liberty Valance) Marvin -- a villain you'll love to hate.



HOLLYWOOD - Paramount's distributor in Switzerland, Jules A. Gendre (left) and Mrs. Gendre welcomed onto the set of "Girls, Girls, Girls" by Elvis Presley and producer Hal Wallis.

Es cierto que la ciencia del "Showmanship" no había alcanzado antes tal altura como en estos últimos dos años. Es cosa de superarnos todavía más, ahora que tenemos entre manos tal cantidad de magnifico y nuevo material.



En route around the globe on a business journey, James E. Perkins, president of Paramount International, visits the set of "Who's Got the Action?" in the Paramount studio and meets some of the film's toppers. L to R: Jack Rose, producer; Mr. Perkins; co-star Eddie Albert; Director Danny Mann.

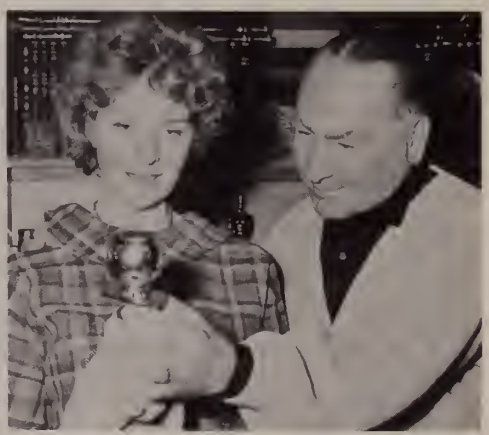


Eddie Albert and his wife, Margo, also attended the Foreign Press Association Awards dinner at the Beverly-Hilton... Both are in Paramount's Jack Rose production, "Who's Got the Action?"



Lt. Col. Sam Layton, Commanding Officer of the 9450th Air Reserve Squadron, has announced the promotion of John L. Hathorn (above) to the rank of Major.

For the past 9 years Major Hathorn's civilian occupation has been that of Film Librarian in the Film and Cutting Department of Paramount Studio, specializing in the Armed Services requirements. His military occupation is Training and Guidance Staff Officer, 9450th Air Force Reserve Squadron. He is assigned to the Secretary of the Air Force, Los Angeles Branch, for active duty.



The Hollywood Foreign Press Association, at its annual Golden Globes Award banquet at the Beverly-Hilton Hotel, bestowed one of its Globes on Geraldine Page for giving the Best Dramatic Performance by an Actress in Hal Wallis' "Summer And Smoke." Here she is showing the award to producer Wallis.



Charlton Heston, who stars in Paramount's "The Pigeon That Took Rome," was voted The Male World Film Favorite for 1961. Shown with him are Ingrid Clairmont (left), president of the Hollywood Foreign Press Association, and long-time screen favorite, Sylvia Sidney.

Mr. Perkins in Taiwan



TAIPEI, Taiwan - The Taiwan film industry's welcome to Messrs J. E. Perkins and S. A. Henriksen at the Taipei Airport. Every exhibitor in Taiwan is in this group, and their pleasure at meeting Paramount International's president was very obvious. Persons in the front row L to R include: Paramount manager Andrew T. Fan, Mr. Perkins, Mr. Henriksen, William C. Lee, general manager of Central Motion Picture Corporation; Y.C.Chow, general manager of Shin Sheng Theatre; Mrs. Andrew T. Fan, Miss Linda Fan; Chwang Fu, general manager of Far East Theatre.

Hearty Welcome to China

President and Mrs.
James E. Perkins
of
Paramount International Films Inc.
with
Compliments of
Exhibitors of Paramount Pictures



TAIPEI
China Theater
Shin Sheng Theater
Far East Theater
Cosmopolitan Theater
Cathay Theater
Ai Kuo Theater
General Theater

KAOHSIUNG
Asia Theater
Wan Lung Theater
Tien Hwa Theater

TAINAN
Dah Chuan Cheng Theater
Chuan Cheng Theater
Shih Chen Cinema Hall

TAICHUNG
Success Theater
Golden Capitol Theater
Tang Ping Theater
Wu Chou Theater

KEELUNG
Far East Theater

CHIA YI
Ching Hsing Theater
Grand Theater

HSIN CHU
National Theater
Hsin Chu Theater

PING TUNG
Paradise Theater
First Theater
Dah Kung Theater

CHANG HUA
Silver Palace Theater
Chang Hua Theater

HWA LIEN
Chung Mei Theater

TAITUNG
Dah Tung Theater
Taitung Theater

TAO YUAN
Dah Tung Theater
Central Theater

CHUNG LI
Kuo Chi Theater
Dah Tung Theater

I-LAN
Chung Hwa Theater

SAN CHUNG PU
Chin Tu Theater
Chin Kuo Theater
Hung Ming Theater

LO TUNG
Dah Tung Theater

FUNG SHAN
Fung Shang Theater

TOU LU
Kuo Chi Theater
Yuan Tung Theater

MIAO LI
Miao Li Theater

PAN CHOW
Hsin Tu Theater

HSIN YING
Kong Lok Theater

YUAN LING
Chung Hwa Theater

KAN SHAN
Kan Shan Theater

TSO YING
Naval City Cinema Hall

CHAO CHOW
Hsin Shan Theater
Nan Fung Theater

FUNG YUAN
Fung Yuan Theater

HU WEI
Golden Theater
Hu Wei Theater

PEI KANG
Chen Sin Theater

PEI TAO
Yuan Tung Theater

PEI TOU
Chun Hsin Theater
Culture Theater

PU LI
Tien Yi Theater

TAM SHUI
Tam Kang Theater

YANG MEI
Chin Sin Theater

Both the China Post and the China News of Taipei,Taiwan, ran this quarter-page advertisement in their March 1st issues as a film industry welcome to Mr. J.E.Perkins. The news columns of both newspapers also fittingly reported the arrival of Paramount International's president, who spent three days in Taiwan meeting exhibitors and visiting theatres.



HONGKONG - Welcome for James E. Perkins, Paramount International Films president, at the airport here. Reading L to R: David Green, travelling auditor; Yuan Kao, Sth. Vietnam manager; Mrs. and Miss Henriksen; S.A.Henriksen, Far East division manager; Mr. Perkins; S. T. Wu; C. H. Liang; H. S. Moh, Hongkong manager; Y.K.Yeung; K.F.Tso, accountant, Hongkong office; Mrs. Moh; Mrs. Kao; William Wong, booker, Hongkong office.

占士史超域與尊榮合演尊福的新片

我們終於已經看到了「The Man Who Shot Liberty Valance」，它的確是一部巨片。它是一部超級的西部片，可與「原野奇俠」「Shane」，「龍城殲霸戰」「High Noon」，「關山飛渡」「Stagecoach」並駕齊驅。我們對這部新片將要特別注意，因爲它當然將是一九六二年的巨片之一。該片的製片人尊·福(John Ford)已爲派拉蒙繼續籌劃另一部新片，仍與尊·榮(John Wayne)和「The Man Who Shot Liberty Valance」的許多工作人員合作。這部新片故事的作者是詹士·密契納(James Michener)。

本刊中我們報導了一九六一年度金像獎競選提名的消息。在五位最佳女明星提名中派拉蒙光榮地佔了兩席。她們是「Breakfast at Tiffany's」的柯德莉·夏萍(Audrey Hepburn)與「Summer and Smoke」的茱拉婷·貝芝(Geraldine Page)。還有柯德莉·夏萍在片中所唱的「Moon River」一曲，也頗有獲得最佳歌曲金像獎的希望。

著名電視導演佐治·薛佛(George Schaefer)與派拉蒙簽了合同，他將爲派拉蒙担任三部新片的製片。薛佛以前曾得各項電視褒獎，他將發揮這些才能於電影上。第一部新片的片名將於短期內露佈。他的所有新片均用彩色，大資本攝製，和大明星主演。

保羅·紐曼(Paul Newman)是今天影壇上最受歡迎的男明星之一。派拉蒙已與他和名導演馬丁·曆德(Martin Ritt)簽訂合同，他們將在以後數年中爲派拉蒙拍數部巨片。第一部即將動手攝製，片名爲「Wildest of the Thousand」，故事是說一個美國德薩斯州人，他以爲財富的力量可立於不敗之地，可是另外一個同樣個性堅强的女人與他的意見剛好相反，到現在爲止我們還不知道那女的由誰飾演，但是我們知道這一對將來一定會演成一部第一流好戲。

我們的俠活·鶴士(Howard Hawks)的巨片「Hatari!」就將在近期內與衆見面了。這部捕捉野獸的驚險巨片，可以說是一部前所未有的，將會使世界上的男女老幼普遍歡迎與欣賞。我們對這部巨片的發行宣傳計劃已經籌備了好幾個月，大部份資料想必你們早已收到。本期中特闢一頁刊載惠利汽車公司(Willy Motor Company)的事，他們和派拉蒙一樣分行滿佈全世界，各地都有他們的汽車，我們在非洲拍片時，就用他們的汽車裝獸和運輸，非常合作，所以我們在宣傳上也互相合作，對彼此有利。

編者不時收到各方面寄來的關於業務推進的報導，這項成績顯而易見的，在最近一兩年內已經提高不少，不過我們希望在這麽許多的新片佳構問世之際，它的成績還能夠繼續的進步。

SHOWMANSHIP SHOTS FROM THE LATIN-AMERICAN AREA



MAR DEL PLATA, Argentina - One of the world's top beach resorts heard about "One-Eyed Jacks" in this fashion when the Marlon Brando thriller was the highly successful attraction at the Roxy here recently. Sign was seen by hundreds of thousands of bathers and sun devotees. (Later on, the same showmanship device was used for "Breakfast At Tiffany's").



MAR DEL PLATA, Argentina - Paramount managing director Sam Bekeris saw to it that the cinematic 'image' of Audrey Hepburn in "Breakfast At Tiffany's" was faithfully adhered to in all showmanship. Here's a poster standee in the lobby of the newspaper El Mundo announcing the film's engagement at the Cine Opera. And, by the way, one of the most successful engagement the Opera has ever had.

Re-Releases, WOW!

A Stephen Clug, general manager in Brazil, reports in a whoopee strain about the high level success scored by a number of re-releases, particularly "The Bridges At Toko-Ri." In Porto Alegre, in what is industry-wise regarded as the poorest time of the year," this picture outgrossed the original-release business of "G.I.Blues," "Winter Holiday," "Li'l Abner" and "Tarzan the Magnificent."

Re-release business with Paramount product is so upbeat in Brazil that even "The Redhead and the Lady," imported originally for 'footage,' is registering "average to strong business" everywhere.

Good westerns, it seems, are still ace businessgetters all over the world.





BOGOTA, Colombia - Sophia Loren, Maurice Chevalier and John Gavin proved so irresistible an attraction in "A Breath of Scandal" that the picture played day-and-date in three first-run cinemas here - the Cid, Palermo and Almirante. It ran 2 weeks in all three houses, with the first week's gross being 50% above average in all three. Above is one of the local advertising displays for the film.



CURITIBA, Brazil - "Psycho" at the Lido Cinema here smashed so many house and attendance records that they stopped counting. This despite weather best described as 'atrocious.' Shown above in the Lido lobby are four who contributed enormously to the Lido's success. They are, L to R: Zito Alves, publicity man of Empresa H.Oliva, owners of the Lido; Newton Frota, Paramount branch manager here; Antonio Gemin, manager of the Lido; Homero Oliva, of Empresa H. Oliva.

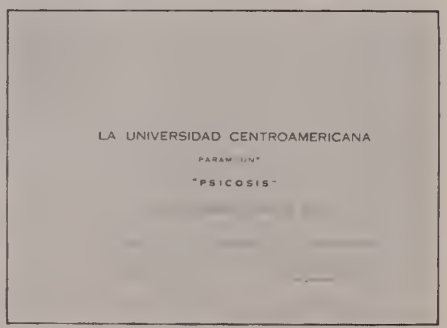
LEFT MAR DEL PLATA, Argentina - Entrance to the Lococo Theatre had plenty of evidence of Audrey Hepburn when "Breakfast at Tiffany's" was the recent record-breaking attraction there.

Publicist

Henry B. Gordon, division manager for Latin America, has engaged Mr. Luis Acevedo to perform the duties as special liaison to handle publicity and advertising matters on Paramount releases for the Latin American Division.

Mr. Acevedo, an experienced publicist, will have his office in divisional headquarters in Mexico City.

We look forward with much interest to recording his activities and accomplishments in our pages.



MANAGUA, Nicaragua - "Psycho" was adjudged by the Universadid Centroamericana to be "the best suspense picture of 1961," and was accordingly awarded the diploma shown above. (The delicate art work on the diploma was too faint to be photographically reproduced). BELOW

Don Alberto Rondon (left) of The University of Central America is shown presenting the diploma to Paramount's agent in Nicaragua, Juan F.Aguerri, who forwarded it to New York via Paramount's manager for Central America, Peter L. Moreno in Panama.



Some men succeed by what they know - some by what they do; and a few by what they are.
Elbert Hubbard



STOCKHOLM - Advertising car with revolving drum is used to spread the word on two major Paramount films - "The Pleasure of His Company" and Danny Kaye's "On the Double."

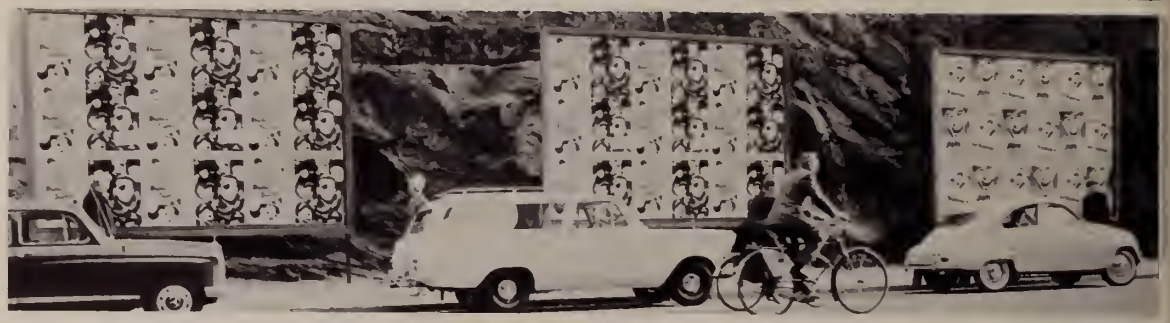


STOCKHOLM - Subway advertising for Danny Kaye's "On the Double" was both popular and effective.

BELOW

STOCKHOLM - The snows of this city had little chance of survival under the happy smile of Shirley MacLaine as a massive job of postering announced the presence of "My Geisha" at the Roda Kvarn Theatre. It was virtually impossible to be anywhere in this city and not respond to the Smile of Shirley.





STOCKHOLM - Here indeed is Paramount postering on an heroic scale -- two lots of it for Danny Kaye's "On the Double," and the third lot for Jerry Lewis in "CinderFella."

JAMES STEWART OCH JOHN WAYNE SPELAR HUVUDROLLERNA I EN SAGOLIK JOHN FORD-FILM.....

Äntligen har vi sett "The Man Who Shot Liberty Valance" - en fantastisk film i samma utsökta klass som "Shane", "High Noon" och "Stagecoach". Paramounts alla utposter har varskotts om denna film, som tvivelsutan kommer att bli bolagets största framgång under 1962. Särskilt torde bemärkas att filmens producent, John Ford, redan planerar ytterligare en Paramount-film av stora mått med John Wayne i huvudrollen och med andra, lika förnämliga medspelare som i "The Man Who Shot Liberty Valance". James Michener är författaren till den nya filmen.

Vi kommer denna månad med nyheten att Paramount skall medverka vid utdelandet av Akademiens priser för 1961. Vi är faktiskt stolta över att bland de fem framstående filmstjärnor som nämnts, två blivit omnämnda för sin medverkan i Paramount-filmer. Audrey Hepburn för "Breakfast at Tiffany's" och Geraldine Page för "Summer and Smoke". Det finns också gott hopp om att vinna Akademiens pris för den bästa sången, "Moon River" vars refräng, sjungen av Miss Hepburn i hennes strålande komedi, blivit ett veritabelt örhänge.

En annan nyhet av stort intresse är att kontrakt tecknats med den berömde televisions-artisten George Schaefer, som skall regissera tre kommande Paramount-filmer. Mr. Schaefer har vunnit sina lagrar inom televisionen men kommer nu att låta sin skicklighet komma filmen till del. Titeln på hans första film kommer att tillkännages inom kort. Samtliga hans filmer, som blir i färg och med kända stjärnor i huvudrollerna, blir mycket påkostade och görs speciellt med tanke på världsmarknaden.

En av dagens populäraste filmskådespelare är Paul Newman. Paramount har tecknat kontrakt med honom samt med regissör Martin Ritt, vilket ger hopp om ett flertal filmer under de närmaste åren. Inspelningen av den första påbörjas inom kort. Dess namn är f.n. "Wildest of the Thousand" och handlar om en egensinnig man från Texas som tror att ingenting går upp mot hans rikedomar. En lika egensinnig kvinna söker överbevisa honom om motsatsen. Vi vet i skrivande stund inte vem som skall spela kvinnans roll, men av samspelet mellan dessa två kan inte bli annat än en underhållande film.

Nu kommer snart den dag då vi kan släppa ut Howard Hawks imponerande "Hatari!" till en förväntansfull publik. Denna berättelse, som handlar om infångandet av vilda djur, är en av de mest spännande filmer som någonsin gjorts - lika fascinerande för unga som gamla. Förarbetet - det mest omfattande som någonsin gjorts för en film - tog åtskilliga månader i anspråk och Ni har sannolikt redan sett en del av materialet. På en annan sida i denna publikation återges detaljer betr. vårt samarbete med Willys Motor Company, som tillhandahöll de många motorfordon som användes vid infångandet av djuren i Afrika. Willys Company är, liksom Paramount, en världsomspännande organisation och Ni kan därför räkna med att få bistånd av deras lokala representanter praktiskt taget var som helst i hela världen när det gäller Er kampanj för "Hatari!".

Vår redaktör önskar framhålla, att han ständigt hör komplimenterande uttalande med anledning av den utomordentliga ykresskicklighet som dokumenterats genom denna film. Det framgår tydligt att yrkesskickligheten aldrig varit större än under de sista två,tre åren. Men låt oss höja den ännu mer, nu när en rad sådana förnämliga filmer kommer.

SHOWMANSHIP PAYS STEADY DIVIDENDS





TEL AVIV, Israel - "Hey, Let's Twist!" inspired this most unusual window display in the Hemdenmatz Store here - one of the cleverest uses of a film title we have ever seen. Apart from the very extensive use of posters from the film in the background, note the way in which every pair of pants in the window (and there are more than 20 pairs), is arranged in a "twist" position. This is true showmanship! We bet that Paramount manager Ladislav Koch was happy, too.



STOCKHOLM, Sweden - Real cooperative showmanship was displayed by the Paramount publicists of this city in securing free window space for six (6) forthcoming Paramount pictures in one of the city's top stores. Pictures are "Blue Hawaii," "Too Late Blues," "My Geisha," "Breakfast at Tiffany's", "Summer and Smoke" and "The Ladies' Man."

BOGOTA, Colombia - Fifteen startled Shirleys, all ready to be standee-d up in strategic spots in Bogota as part of manager Andrés Sanz's showmanship campaign for "All In A Night's Work." The comedy that co-stars Shirley MacLaine and Dean Martin opened day-and-date at four theatres - Carrera, Lucia, Atlequin and Almirante.



The highly successful engagement was also highlighted by the opening-day presentation of Shirley MacLaine 'costumes' to the first six ladies entering the theatre. The costumes (towels) were imprinted and boxed.



MOOSE JAW, Sask.,Canada - Recently, Jay Leddy of television station CHAB-TV went on a vacation to Hawaii, and this event was of such importance to the Capitol Theatre (which just happened to be playing "Blue Hawaii"), that the theatre created the massive lobby display shown above. This allowed patrons to be kept in touch with Jay while he was in Hawaii. Of course Jay had shown "Blue Hawaii" trailers for three weeks in advance of the picture on CHAB, and as a disc jockey he had shown a very friendly disposition towards the "Blue Hawaii" RCA-Victor album - so it was very chummy for all concerned, and very good showmanship overall.

S H O W manship





DUSSELDORF, Germany - Winner of a Shirley MacLaine 'costume' in connection with the showing of "All In A Night's Work" at the Rudolfplatz Theatre in Cologne, is congratulated by Paramount's Dusseldorf publicity manager Spoerer.

TEL AVIV, Israel - One of the most effective standees seen in years is this one prepared by the management of Cinema Ophir here for "Breakfast at Tiffany's." Size can be judged by comparison with the two tall men. A special feature was the cigarette tip, which was fluorescent and glowed intermittently. The standee was made under the direction of Paramount manager Ladislav Koch. It was also made to be folded, and therefore can serve many other theatres in the territory.

A true friend doesn't sympathize with your weakness - he helps summon your strength.
-Arnold H.Glasgow

JAMES STEWART EN JOHN WAYNE HOOFDROLSPELERS IN EEN SCHITTERENDE JOHN FORD PRODUCTIE

Wij hebben eindelijk "The Man who Shot Liberty Valance" gezien en het is een grootse film, welke zeer beslist in dezelfde categorie thuishoort als "Shane", "High Noon" en "Stagecoach". De gehele Paramount wereld zal enthousiast zijn over deze film, welke zeer zeker voorbestemd is om een van de grootste films van 1962 te worden. Van bijzondere betekenis is het feit, dat de producer, John Ford, al weer plannen aan het maken is voor een andere machtige Paramount film met in de hoofdrol John Wayne, omringd door andere grote sterren, evenals dat in "The Man who Shot Liberty Valance" het geval was. Auteur van deze nieuwe film is James Michener.

Wij brengen deze maand het nieuws van Paramount's aandeel in de nominaties voor de 1961 Academy Awards. Wij zijn tamelijk trots op het feit, dat van de vijf vermelde top actrices, er twee zijn voorgedragen voor hun werk in Paramount films. Audrey Hepburn voor "Breakfast at Tiffany's" en Geraldine Page voor haar werk in "Summer and Smoke". Er bestaat ook een grote kans op een Academy Award voor de beste song, nl. "Moon River", gezongen door Miss Hepburn in haar grote komedie.

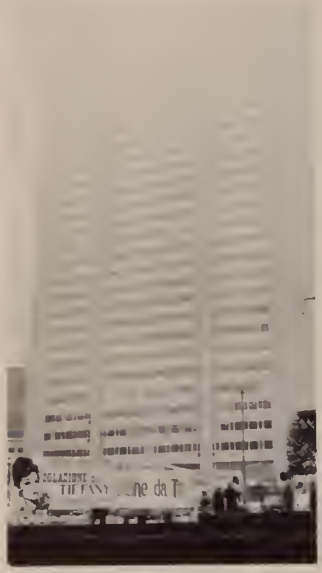
Een andere aankondiging van grote importantie betreft het contracteren van de eminente televisie regisseur George Schaefer als producer van drie komende Paramount films. Mr. Schaefer heeft alle top onderscheidingen op het gebied van televisie ontvangen en hij zal dus nu zijn bijzondere kundigheid naar het terrein van de film overbrengen. De titel van zijn eerste film zal binnenkort bekend worden gemaakt. Al zijn films zullen in de hoge budget-classificatie vallen, en zullen speciaal voor de wereldmarkt vervaardigd worden, in kleuren, met bekende sterren en in het genre, dat de grote massa zal aantrekken.

Een van de meest populaire mannelijke sterren van heden is Paul Newman. Paramount heeft een productie overeenkomst met Mr. Newman en met regisseur Martin Ritt, voor een aantal films in de komende vijf jaar. De eerste van deze films gaat zeer binnenkort voor de camera's en heeft op dit moment tot titel "Wildest of the Thousand". Het gaat over een bijzonder koppige knaap uit Texas, die gelooft dat de macht van zijn rijkdom onweerstaanbaar is. Een eveneens zeer koppige vrouw vertelt hem het tegenovergestelde. Wij weten op dit moment nog niet wie deze vrouw zal zijn, doch deze twee met elkaar in botsing komende figuren zullen er zeer zeker voor zorgen, dat het een onderhoudende film wordt.

Wij naderen nu zeer dicht het moment, waarop wij Howard Hawk's machtige "Hatari!" op de wachtende wereld zullen "loslaten". Dit verhaal over het vangen van wilde dieren is zeer positief een van de meest opwindende films ooit gemaakt - een film welke zowel voor jong als voor oud een even grote aantrekkingskracht zal hebben. Reeds vele maanden is een van de meest uitgebreide publiciteitsoampagnes ooit voor een film ontworpen in voorbereiding, en veel van dit materiaal zult U ongetwijfeld reeds ontvangen hebben.

Op een andere pagina brengen wij bijzonderheden over de hulp, welke wij geven aan, en ontvangen van de Willys Motor Company, welke de vele motor-voertuigen leverde, in Afrika gebruikt om de dieren op te sluiten. De Willys Company is een wereldconcern, zoals Paramount, zodat U in practisch elk land plaatselijk op de Willys mensen kunt rekenen voor een uitstekende hulp in Uw showmanship campagne voor "Hatari!".

Uw redacteur wil graag een opmerking toevoegen en wel, dat hij voortdurend loffelijke commentaren hoort over de uitgebreidheid, de verscheidenheid en de goede bruikbaarheid van zeer veel van de schitterende showmanship toegelicht in deze publicatie. Het is duidelijk, dat de wetenschap van showmanship nooit eerder op zo een hoog peil gestaan heeft als dit in de laatste twee jaar het geval is. Laten wij het nog hoger opvoeren, nu dat wij zo'n grote reeks van nieuwe films hebben.



MILAN, Italy - That peripatetic and very effective travelling display for "Breakfast at Tiffany's" certainly gets around in Italy. Here is the trailer, massive in itself, but somewhat dwarfed by the towering Pirelli Building (that tires built).

Jack Gleason, Academy Award nominee for his work in "The Hustler," will star in "Papa's Delicate Condition," a Jack Rose production based on former screen star Corinne Griffith's best-selling book.

Picture will start Paramount production on June 11, and will deal with Miss Griffith's early screen career and the life of her faither, Jack Griffith, whom her grandfather characterised as "a preposterous adventurer." Story is set in the early border days of Texas and Arkansas.



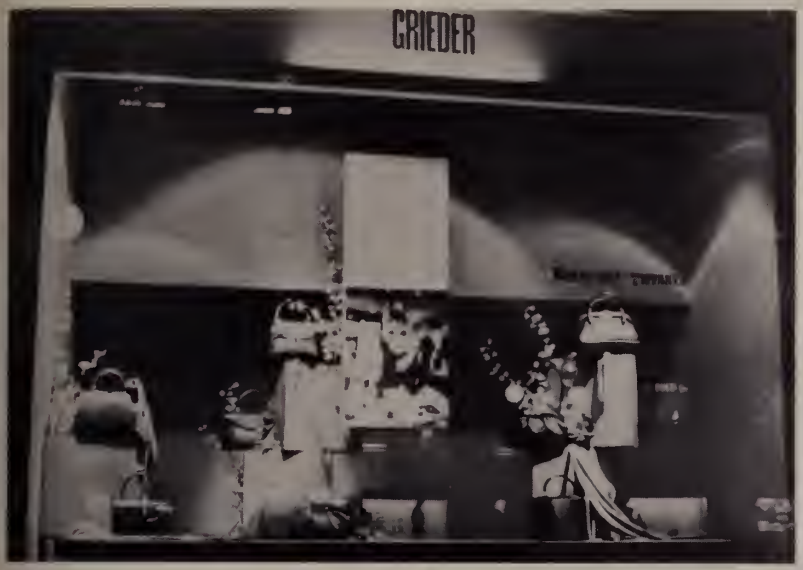
RIGHT

France Nuyen and Laurence Harvey in one of the many tender and tranquil moments of the Hal Wallis, filmed-in-Japan drama, " A Girl Named Tamiko."



AMSTERDAM - The new consul-general of the United States of America in this city, Mr. Byron E. Blankinship, was one of the official guests at Paramount's "Diamonds At Breakfast" party in the Alhambra Theatre on Jan. 31st. L to R: Mr. Blankinship; Paramount manager Charles Wijsmuller; and Paramount publicity manager Gerard Tollenaar.

GALLERY OF CINEMA EVENTS FROM ALL OVER THE WORLD



ZURICH, Switzerland - With the release here of "Breakfast at Tiffany's," precedent was set by the famous department store of Grieder, which devoted eight top store windows to the Audrey Hepburn film. In addition to enlarged stills on display, the store painted the title of the film in gold on the inside of each of the windows. Paramount distributor Jules Gendre classified the showmanship as being an extraordinary action on the part of the store.



AT RIGHT

BANGKOK, Thailand - On his arrival here by air, Paramount International president James E. Perkins was traditionally garlanded before engaging in a most informative interview with the local press.



GENEVA, Switzerland - Indicative of the popularity of short features in general, and Popeye Cartoons in particular, the Cinebref here played "La Parade du Rire," consisting entirely of Popeye cartoons. In other words, A Popeye Festival. Queues were on hand for each session, and the grosses delighted the management.



STOCKHOLM - Fans of all ages at the Victoria Theatre went for the Jerry Lewis caps during the showing of "CinderFella."



LEFT

SINGAPORE - A couple of days later, Mr. Perkins found himself 'featured' on the marquee of the world-renowned Cathay Theatre here - and this was but the beginning of a round of most cordial hospitality which in turn was a tribute both to Paramount as an organization, and to Mr. Perkins as its representative.

RIGHT

WASHINGTON, D.C. - Mrs. James Stewart and Joseph, the Maitre d'hotel at the Mayflower watch with interest as James Stewart signs the famous guest book in the Presidential Room. The star was on his nationwide tour in the interests of "The Man Who Shot Liberty Valance."



COMEDIES MAKE THE WORLD GO AROUND *****
AND PARAMOUNT HAS SOME HUMDINGERS



A laughing Charlton Heston is but one of the host of hilarious ingredients that were compounded by producer Mel Shavelson to make "The Pigeon That Took Rome" one of the comedy treats of this or any other year.





Adolph Zukor, who will be 90 next January 7th, comes onto the set of the new Jerry Lewis comedy to find out what Jerry means by calling the fun-film "It's Only Money!"



CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM
W. P. MARSHALL, PRESIDENT

SF-1201 (R-60)

SYMBOLS
DL = Day Letter
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LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

1962 MAR 18 AM 3 22

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JOSEPH FRIEDMAN, PARAMOUNT PICTURES CORP
1501 BROADWAY NYK
PREVIEW AUDIENCE LAST NIGHT COMPLETELY CONFIRM OUR ENTHUSAIASM IN PIGEON THAT TOOK ROME. JAMMED HOUSE HOWLED THROUGHOUT SHOWING GENUINELY ENJOYING COMEDY TO FULLEST EXTENT. GENEROUS APPLAUSE AND EXCELLENT COMMENT AT END OF FILM FURTHER CONFIRMATION WE HAVE VERY FUNNY HIT REGARDS
HERB STEINBERG.

Take a look at your industry today and you'll see very plainly that much of the top business is being done with comedies that radiate good straightforward fun. Paramount is right there with the funmakers, too. Some of them are shown on this page. Others, like the one in the telegram above, are in prospect. A list includes "Who's Got the Action?", "My Geisha," "The Pigeon That Took Rome," the Elvis Presley "Girls, Girls, Girls," Frank Sinatra in "Come Blow Your Horn," the Jackie Gleason comedy, "Father's Delicate Condition," Jerry Lewis' "It's Only Money" -- and there'll be many more because, as Jerry Lewis says: "Comedy - It's Only Money!"

LEFT
Shirley MacLaine and Edward G. Robinson in one of the many hilarious scenes in "My Geisha."

FAR LEFT
What Dean Martin and Lana Turner are doing out of bed is, believe it or not, horseplay. You'll see why in "Who's Got the Action?"

"TANGANYIKA 'JEEP' RIDE" AT CHICAGO AUTO SHOW IS ALSO SUPER SHOWMANSHIP FOR PARAMOUNT'S "H A T A R I !"

The showmanship association between Paramount Pictures and the Willys Motor Company in connection with the release of "Hatari!" is in a great many respects the finest and friendliest of its kind we have ever known. Of particular interest is the fact that the association is global in character, since Willys also is a world-wide organization and all of its branches, agents and subsidiaries have been alerted to cooperate with Paramount whole-heartedly, just as all of our forces will cooperwith Willys personnel.



General view of the Willys Motors exhibit at the Chicago Auto Show. Immediately above is the Tanganyika Jeep Ride and this novelty feature is shown more closely at the RIGHT with C.M.Ritchey, Director of Advertising and Public Relations for Willys Motors Company, about to introduce Jim Beattie, Vice President and General Sales Manager of the company (right), and to tell the Chicago public about the Jeep Ride over WGN-TV.







The two bare-headed adults taking this particular Jeep Ride are Dave Wallerstein (right), president of Balaban and Katz Theatres, and Tony Weitzel, columnist on the Chicago American.

Close view of the Tanganyikan Jeep Ride, a real hit of the Chicago Auto Show. The basis is a real Willys Jeep, the front closed off at windscreen level. Ten feet beyond the glass was a film screen, upon which a wild, zigzagging chase sequence from "Hatari!," with commentary by Red Buttons, was projected. Jeep itself was so sprung as to give a rocking motion. Sound came from circular loudspeaker shown above windscreen. Ten passengers at a time could take a 'ride,' and there was a queue all the time. The Howard Hawks Paramount release was given full and illustrated credit on the two side panels shown above, and in all press, television and radio publicity released by Willys Motors.

Willys Motors is all set to give "Hatari!" full one-minute plugs on their two top-flight network television shows, "Maverick" and "Follow the Sun." These 'breaks' will occur close to the Paramount film's actual release dates. A national newspaper advertising campaign, on the local Willys Motors dealer level, will break at about the same time.

Part of the advance promotional campaign for "The Man Who Shot Liberty Valance" consisted of a series of city visits by James Stewart. The always cooperative star visited Washington, Chicago, New York, Boston and Detroit, in all of which cities he has a heavy radio and press schedule.



WASHINGTON, D.C. - Arriving in the nation's capitol on his tour in behalf of "The Man Who Shot Liberty Valance," James Stewart is met at the airport by Herbert Gillis, Paramount branch manager.



Marietto is an even more appealing figure in "The Pigeon That Took Rome" than he was with Sophia Loren and Clark Gable in "It Started In Naples."

Before I got married I had six theories about bringing up children; now I have six children and no theories.

Lord Rochester



Rememberable Tribute to Verlin Osborne's Great Paramount Service

* * * * * * * *

The Paramount gals pictured above represent 349 years of Paramount service. They are gathered at the Ports o' Call restaurant in Dallas in farewell tribute for Verlin Osborne, secretary to the division manager, whose position was abolished with the transfer of Tom Bridge to New York Home Office. Miss Osborne (shown at the top center) had rounded out 37 years of truly wonderful Paramount service, in addition to very special service to the industry over these same years.

She served as the first president of WOMPI (Women of the Motion Picture Industry), when the first organization of film women was organized in Dallas, and went on to take a leading part in its growth to most exchange centers in the U.S. and Canada. She also is active in the Seroptimist Club, which sponsors the camp for crippled children at Lewisville, Texas. She is also a member of the United Cerebral Palsy Association.

In the photo, reading from lower left, are: Marvel Lee Sullivan, Dixie Fields, Virginia Stevens, Florence Lowry, Willie Simmons, Hazel Byrom, Madee Bradley, Dorothy Mealer, Verlin Osborne, Louise Kay, Bernice Cole, Pat McCoy, Mary Scully, Ethel Hodge, Kathleen Litsey, Ossie Hendry and Mable Guinan.

Wherever you go, Miss Osborne, and whatever you do, you must know that you shall forever have with you the best wishes of an entire, world-wide organization, one that you served so very, very well — Paramount.



DUBLIN, Eire - When the green of Eire meets the blue of Hawaii --- you have four lovely colleens enthusiastically plugging the renowned Elvis Presley film. Occasion was the recent charity presentation of "Blue Hawaii" at the A.B.C. Adelphi in aid of the Actors Church Union, and these four 'lovelies' were programme sellers.

"My Geisha" Delights Canada.....

Mr. Weltner has received the following enthusiastic telegram from Mr. H. A. Black of the Famous Players Canadian Corporation:

TODAY WE SCREENED THE PARAMOUNT PICTURE "MY GEISHA" IN OUR FAMOUS PLAYERS SCREEN ROOM HERE IN TORONTO. THE REACTION TO THE SCREENING OF "MY GEISHA" BY THOSE IN ATTENDANCE WAS TERRIFIC. THE PRODUCTION, DIRECTING AND ACTING ARE OF TOP GRADE. THE MAKE-UP JOB DONE ON SHIRLEY MACLAINE IS FANTASTIC AND HER MAGNIFICENT PORTRAYAL OF THE 'GEISHA' MAKES THE CHARACTER THAT MORE AUTHENTIC....WE ARE ALL VERY ENTHUSIASTIC ABOUT THIS PICTURE AS IT HAS ALL THE BASIC INGREDIENTS TO DO EXCELLENT BUSINESS.



WASHINGTON, D.C.- Press luncheon for James Stewart in the Mayflower Hotel during the nationwide journey of the star in the interests of "The Man Who Shot Liberty Valance." L to R clockwise: Harry MacArthur (Washington Star), James Stewart, James O'Niell Jr.,(Daily News), Dick Coe (Washington Post), Mrs. James Stewart, Mike Weiss (Paramount field representative).

Bulletin!

Added to the other wonderful news contained in Mr. Weltner's message on Page 3, are these powerful items:

John Wayne has been signed to a multiple-picture contract calling for 6 feature films, these in addition to "Hatari!" Howard Hawks has signed a three-picture contract, these also in addition to "Hatari!"

Filming will begin in Hawaii on April 9th on Hal Wallis' new Elvis Presley musical picture, "Girls, Girls, Girls." Debbie Reynolds is already filming "My Six Loves," and Jerry Lewis has "It's Only Money" in full circulation. May 11th will see the start of "Wildest of the Thousand," with Paul Newman as its star, and June 11 will see the start of "Together in Paris," with William Holden and Audrey Hepburn. Same day will also touch off "Father's Delicate Condition," with Jackie Gleason as star.

"ONE-EYED JACKS" IS A WORLD-EYED WINNER!



GENOA, Italy - An impressive view of this city's Piazza della Vittoria, with the exhibition trailer in the foreground publicizing "One-Eyed Jacks."

RIGHT

OSLO, Norway - These are municipally owned easels advertising Marlon Brando's "One-Eyed Jacks" and they are securely anchored against the blasts of the North. Posters are the ones made in Spain for this picture, with fluorescent type standing out brilliantly against the snowy background.







TEL AVIV, Israel - The very nature of the Chen Theatre advertises the volume of business that each picture is doing. Each floor of the foyer is glass-fronted to keep the public informed. This was the front of the Chen during the phenomenally successful run of "One-Eyed Jacks."



MAR DEL PLATA, Argentina - "One-Eyed Jacks" also got the sandwich-man treatment during its very successful run at the Roxy Theatre in his famous coastal resort city. Paramount managing director Sam Bekeris gave high praise to the fine and extensive showmanship utilised by the management of the Roxy.

LEFT

TEL AVIV, Israel - Exterior of the Chen Theatre during the enormously successful engagement of "One-Eyed Jacks." Boxoffice queue at right.





Much of the success connected with the unharmed capturing of the 4-legged animals in H A T A R I! can be attributed to the 4-wheel power and maneuverability of the Willys vehicles used by the hunters and the film's cast of players. Some of these vehicles are to be seen at the left.



Ruth Davis
Acct'g Rec.

Paramount WORLD
Volume 8, Number 4 April, 1962



"Hatari!," anyone?

"Rear Window" Wide Open in London

Don't miss the fabulous success story of the re-release of Alfred Hitchcock's "Rear Window" at the Plaza Theatre in London. It's on Page 36.

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Vol. 8, No. 4 April, 1962 ALBERT DEANE, Editor



ED SULLIVAN photo

NEW YORK - Producer-director Mel Shavelson and Mrs. Shavelson at the RKO-86th Street Theatre the evening recently when "The Pigeon That Took Rome" was sneak previewed to an audience that had a rollicking good time.

(As a matter of fact, based on the experience at this screening of so many of the best lines being 'drowned' in sustained laughter, a suggestion is afoot to have patrons supplied with a brief script of the picture in order that they be not deprived of the genuine fun that the producer and the author and the director and the cast have put into the film. However, please remember that so far, this is merely a whimsical suggestion.)



THIS SCENE AT RIGHT depicts a current Paramount picture accomplishing the miracle of outgrossing Alfred Hitchcock's "Psycho" - and at the very same theatre, the DeMille in New York's Times Sq.

The film, as you can plainly see, is "The Counterfeit Traitor" -- but there's nothing meretricious about the grosses it stacked up (to beat the first week's take of "Psycho"), the mounting gale of word-of-mouth advertising it is getting, and the prestige it is building for its creators and for the company releasing it to the world.

And speaking of the world, we are in the midst of much world news, some of it actual, some of it imminent. The actual is the world-encircling journey of James E. Perkins, Paramount International's president, which will have been concluded by the time you read this, and which is detailed at some length in this issue. The 'imminent' news is related to the recent journey to Rome of George Weltner, vice-president in charge of world sales. This news, which will be a top feature of next month's issue, will have co-featured with it some of the highspot announcements relating to Mr. Perkins' journey, to make Paramount news of paramount calibre.

News about the launching of "Hatari!" continues to pile up in a fashion powerfully indicative of the fact that the massive showmanship picture we have all been awaiting since "The Ten Commandments" is, at long last, in our midst. Years ago, when the Cecil B. DeMille film was nearing release, it was submitted to a host of opinion-making audiences of all calibres right across the country. A summation of the reactions was that we had a film that was perfect for all audiences. We have now been through a similar testing period on "Hatari!" and the same glorious result has been achieved all across the nation.

The Cover

HATARI! represents a most important 'breakthrough.' For the first time, the animals of the world seem as interested in seeing what we do with their picture as we are ourselves. They say that our's is the easy job, since we've never in our lives had an easier picture to sell than HATARI!

"My Geisha" Really Dizzies Lisbon.....

A cable from Emilio Prister, manager in Portugal, puts into the priceless language of reality the fact that "My Geisha" has set Lisbon gaga and agog about Shirley MacLaine's delightful film. Says Emilio:

"GEISHA" FIRST WEEK LISBON FANTASTIC. SOLD OUT SEVEN NIGHTS AND MATINEES TERRIFIC. PUBLIC RAVING ABOUT FILM AND ADVANCE SALES UNPRECEDENTED. SO FAR AS TOPPED "BREAKFAST," "SUZIE," "NAPLES" AND "HOUSEBOAT." RELEASED OPORTO YESTERDAY TO PRACTICALLY CAPACITY BOTH PERFORMANCES WHICH UNUSUAL. OPORTO PUBLIC ENCHANTED AND PRESS CALLS PICTURE EXCEPTIONAL.

"THE COUNTERFEIT TRAITOR" IS A SOLID-GOLD HIT *****

Broadway Premiere of Holden-Palmer Starrer Really Wins Critics' Stars

At the time of our going to press, "The Counterfeit Traitor" was pulverizing (and we really mean that!) the long-standing records of the DeMille Theatre in New York. Aided by the most glowing critical reviews any film has received in years, the picture has generated that measure of electrifying excitement that makes for a wonderful feeling right down the organizational line.



Exterior of the New York premiere theatre, the De Mille, the night of April 17th.

RIGHT

President Barney Balaban, at left, with Eric Erickson, the man upon whose true-life adventures "The Counterfeit Traitor" was based.









PROMINENT ATTENDEES * At the left, Walter Reade, Jr.,right, welcomes two of the film industry's most distinguished citizens to the premiere. They are Mr. and Mrs. Harold Lloyd. In photo at right, Paramount Film Distributing Corp. vice-president Jerome Pickman stands between Mr. and Mrs. William B. Jaffe. Mr. Jaffe is one of the nation's foremost attorneys in the publications field. At the right are Mr. and Mrs. Joseph Hazen. Mr. Hazen is partnered with Hal Wallis in Wallis-Hazen Productions.



LEFT

Paramount president Barney Balaban, left; Paramount director of advertising,publicity and exploitation Martin S. Davis, centre; and New York Post columnist Earl Wilson at the premiere.

Pamela Tiffin, who scored a personal hit in the Hal Wallis production of "Summer and Smoke," is greeted in gallant fashion by Eric Erickson at the premiere of "The Counterfeit Traitor."

All photos this page by ED SULLIVAN.....

An interesting pictorial record of William Holden and Eric Erickson meeting press representatives and Paramount executives will be found on Page 37.

The New York City critical reviews on "The Counterfeit Traitor" are uniformly magnificent. All offices will get them through official channels --- we merely wished to set down the fact that the picture has been accoladed as has no other espionage film in the long history of the screen.



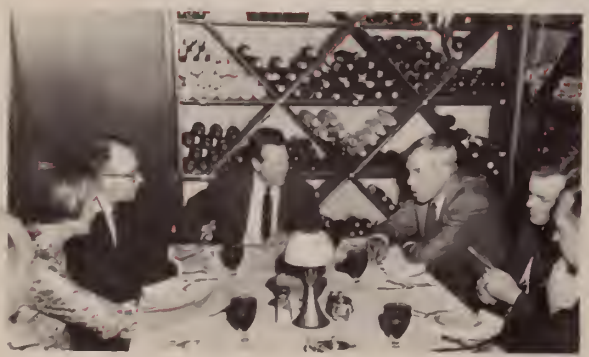




"Psycho" Hits Mexico City Solidly...

This 3-picture reportage shows the solid manner in which Alfred Hitchcock's "Psycho"has clicked at the famous Chapultepec Theatre. Top picture shows the cinema's entrance. The other two trace the patient queue down the long street and around the adjacent street. And, as reported on Page 17, the end of the 2nd week's business saw the cinema still 115% ahead of the previous best week in the theatre's history.

SAN FRANCISCO - The man who is 'Liberty Valance' in "The Man Who Shot Liberty Valance" dines with, and talks to, the film and drama critics of this city. L to R: Roy Nolan,Oakland Tribune; Mrs. Lee Marvin; Paul Speegle, Drama Editor, News-Call-Bulletin; Paine Knickerbocker, Drama Editor, Chronicle; Lee Marvin (who plays 'Liberty Valance'); Martin Russell, The Examiner; and Bob Hudson, m/c for Lee Marvin's stage appearances at the Golden Gate Theatre in connection with the showing of the John Ford production.



INTERESTING PARAMOUNT EVENTS FROM THE FOUR CORNERS OF THE GLOBE



"HATARI!" NOTE

George Weltner, vice-president in charge of world sales, has been on many a sales safari, and always with top results. But now he can go on a big-game safari, since the plaque he is shown with has been awarded him by the Mount Kenya Safari Club of Kenya. British East Africa. The plate is inscribed: "This Is To Certify That George Weltner is a Member of the Mount Kenya Safari Club." It is signed by William Holden, President and Ray Ryan, Vice-President.

Bill can usually be found there between pictures, and recently had Mrs. Holden and the children out there to see the lions and elephants at close range. The animals will miss Bill when he goes to Europe soon to co-star with Audrey Hepburn in "Together In Paris."



BROOKLYN, N.Y. - Eric Erickson, whose lifestory is the basis of "The Counterfeit Traitor," returns to the home he left here to go to Sweden. It was at 1253 Sterling Place - and Erickson is shown with the present occupants, Mr. and Mrs. Lester Barnes.



HONOLULU - Close view of part of the helicopter shown below, revealing the ever-present publicity sense of Hal Wallis where his productions are concerned. No wonder Hawaii is not only Elvis Presley-conscious, but "Girls,Girls,Girls"-conscious as well.



HONOLULU, Hawaii - Off on a location hop for "Girls, Girls, Girls" are Elvis Presley, his manager, Col. Tom Parker, centre, and the pilot, at left. Crowds were everywhere during filming.

PARAMOUNT INTERNAT'L'S PRESIDENT, J.E.PERKINS, CIRCLES THE GLOBE ON VITAL BUSINESS MISSION

The business journey around the world of James E. Perkins, president of Paramount International Films, begun in mid-February, is scheduled to come to an end during the first week of May. It has been in all probability the most important mission of its kind ever undertaken by Mr. Perkins. Some of the developments stemming from it will emerge in the near future and will add in great measure to the continuing progress of the Paramount organization around the globe.

Mr. Perkins' itinerary included business stops of first magnitude in Tokyo, Taiwan, Hongkong, Manila, Bangkok, Kuala Lumpur, Singapore, Colombo, Bombay, Beirut, Athens, Rome, Barcelona, Paris and London.

This page and Page 24 add to Pages 9, 24, 25 and 30 of last month's issue in picturing highspots of the journey of Paramount International's top executive.



BOMBAY - Paramount International's president, James E. Perkins, with Far East division manager S.A.Henriksen and the general manager for India, K.S.Vaidyanathan, and the staff of Bombay head office.

Sitting,front row, L to R: Pandu, Damu, Malhari, Ramphal, Ramchandra (office boys). Seated, second row, L to R: C.A.Ramchandran, Mr. Vaidyanathan, Mr. Pereira, Mr. Perkins, Mr. Henriksen, Mr. Arur. Third row: Mr. Ragade, Mr. S.M.Pai, Mr. S. Kalyanasundaram, Mr. G.Ramchandran, Mr.B.B.Bhattacharjee, Mr.C. V.R.Nath, Mr.C.S.Vishwanath, Mr.S.V.Vishwanathan, Mr. B. S. Ramaswamy, Mr. Unnikrishnan, Mr. Subramanian, Mr. P.M.Nair,Mr. N.G.K.Rangan, Mr.M.D.Kumpta, Mr. Fernandez, Mr. Babu.



KUALA LUMPUR, Malaya - Paramourt and Cathay personalities joined in welcoming Mr. and Mrs. Perkins on their arrival here. Reading L to R: Mr. Chu Chi Wang, Cathay publicity manager, Kuala Lumpur; Mr. Richard Yeo, manager, Odeon Cinema, K.L.; Mr. Ee S. Mong, personal assistant to Dato Loke Wan Tho; Mr. Yeoh Guan Yew, Cathay Organisation supervisor,Central Malaya; Mrs. Mary McAree; Paramount Manager Roy McAree; Mr. J.E.Perkins; Mrs. Perkins; Dato Loke Wan Tho, Head of Cathay Organisation Ltd.; Mr.S.A. Henriksen, Paramount Far East division manager; Mrs. Yeoh Guan Yew; Mr. Cornelius Vlug, Paramount manager in Indonesia; The Hon. Mr. Chew Kok Leong (Dato Loke's brother-in-law); Mr. Ngau Kim Leng, manager, Cathay Cinema,K.Lumpur.



ATHENS - At the conclusion of their flight from Beirut,Lebanon, Mr. and Mrs. Perkins are met here by Mr. Savas Pylarinos, top film distributor, exhibitor and producer of Greece - who obviously had good news for the travelers.



KUALA LUMPUR - At the premiere of "My Geisha," Mr. Perkins reminisces with Ambassador Baldwin, United States Ambassador to Malaya. When Mr.Perkins headed Paramount's Great Britain organization, the Ambassador was then MPEA representative in London.



HONGKONG - Mr.Perkins reminisces at the Miramar Hotel with Mr. Robert Chung, who is head of Dato Loke Wan Tho's organisation here - The Motion Picture and General Investment Co.

The global journey of Mr. Perkins is continued on Page 24.

NEWS FROM THE U. S. SECTOR



When you are informed that Nita Talbot (above) is a featured player in "Who's Got the Action?" you may well believe that you have arrived at the basis for the picture's cute title. But you'd be only partly right. There are other reasons, and Dean Martin, Lana Turner and Margo are responsible for most of them -- but keep Miss Talbot in sight for a little while; the others can wait a moment!



PATRICIA NEAL, so very effective as the 'other woman' in "Breakfast at Tiffany's," will portray the role of Alma, the sexy housekeeper of a Texas ranch in "Wildest of the Thousand," starring Paul Newman. The film, under direction of Martin Ritt, starts production May 14.

At least once a year everybody is a genius.
-G.C.Lichtenburg

NEW ORLEANS Now that spring is here everyone feels cheery and gay because the weather is so beautiful this time of year in New Orleans.

Our office manager, Clyde Daigle, is not up to par these days, recovering from a kidney operation. We are looking forward to his return to the office soon.

The boys in the New Orleans branch are looking forward to their annual fishing trip in the Gulf of Mexico and hoping that no one gets "Sea Sick" this time and that the "catch" is larger than it was the last trip.

The audience's reaction to our trade screening of "The Man Who Shot Liberty Valance" was very favorable, and we are looking forward to the multiple first-run break to make a real good record. We were very honored by the visit by Lee Marvin on his personal tour some few weeks ago and everyone enjoyed meeting him.

-Clayton Casbergue

SEATTLE We opened the Seattle World's Fair Saturday, April 21 and what a gala affair, even the weather man cooperated and gave us a beautiful sunny day. Dignitaries from all over the world honored us with their presence. We understand Dato Loke Wan Tho and Dr. Salim Ali, two very prominent gentlemen from Singapore, and friends of our foreign department, will be here late in June. Our very best wishes for a pleasant and happy visit in Seattle. Sometime during the Fair, two of Paramount's "greats" will be shown -"Shane" and "Sunset Boulevard".

We have all been busy working to improve our shameful start (27th place) in the LEADERSHIP DRIVE and the last report we have April 14, shows Seattle in 5th place (from the top that is) so we have to pass over only 4 more of our good friends to achieve what we started out to do. When we refer to Seattle, we of course include our friends and fellow workers Vete, Tom and Sharon in Portland who contributed substantially toward our improved position.

Congratulations to booker Larry Blair and Mrs. Blair whose new daughter Terri Sue arrived on schedule April 11.

See you atop the Space Needle at the Fair.

-Hannah Trager



"OUR PRODUCER HAS FUN MAKING PICTURES"*

Paul Jones
with unidentified friend

and we're only 30 days behind schedule—So What ..

"IT'S ONLY MONEY!"

What money does to some people! This ad. appeared recently in The Hollywood Reporter. The sartorial gent at left is Paul Jones, who is the producer of the picture starring his "unidentified friend. The latter, whose initials are believed to be "J.L.," was the author of the caption at the foot of the ad.

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TORONTO, Canada - Winston Barron, Ceremonial Barker of Variety Club, Tent 28, Toronto, inducting several new members (Barkers) into the Club. At left, facing camera, is Metropolitan Toronto's chairman, William Allen, who was given an honorary membership. Seated in center is ex-Mayor of Toronto, Allan Lamport. Seated (partly hidden) is Frank Fisher, First Assistant Chief Barker of the Tent, and Executive Vice President of Odeon Theatres(Canada) Ltd.

"Breakfast" for Hundreds of Thousands

TORONTO, Canada - At the time of going to press, "Breakfast at Tiffany's" was in its 19th week at the Hollywood Theatre here, and had set a new long-run record for the theatre. It had then been seen by approximately 160,000 persons in this one theatre.

PHILADELPHIA - Glimpses of the Phila. Paramounteers in their new quarters (via Mike Weiss' Polaroid camera). First of course we have branch manager Ed Chumley. Then also at top, booker Ralph Garman and bookers' clerks Nancy Tideken, Nancy Hornick and Mae Orloff. At lower left, L to R: bookers Norman Falk and Ralph Garman, and office manager-head booker John Kane. And finally, but far from least, Evelyn Moore and branch manager's secretary Mary Dooley.



RE-ASSIGNMENTS AND NEW APPOINTMENTS IN THE DOMESTIC ORGANIZATION

A series of major executive assignments for Paramount Film Distributing Corporation's sales and administrative activities, both in home office and in the field, was announced April 10th by Jerome Pickman, vice-president and domestic general sales manager.

Effective immediately, the new assignments include Tom W. Bridge, recently appointed assistant domestic general sales manager, who will assist Mr. Pickman in the over-all supervision of the domestic sales organization.

Hugh Owen will function as Eastern Sales Manager and Howard Minsky will serve as Western Sales Manager. Each will have 14 offices under their supervision. Minsky will also be responsible for Paramount's Canadian distribution, which is handled through Affiliated Pictures.

Edmund C. DeBerry, formerly executive assistant to Mr. Owen, will serve as Circuit Sales Manager, handling the national circuits operating out of New York.

The branches under Mr. Owen's supervision are: New York, Boston, Buffalo (Albany), Cincinnati, Cleveland, New Haven, Philadelphia, Pittsburgh, Washington, Atlanta, Charlotte, Jacksonville, Memphis and New Orleans. The branches under Mr. Minsky's supervision are: Chicago, Detroit, Indianapolis, Milwaukee, Minneapolis, Dallas (Oklahoma City), Des Moines, Kansas City, St. Louis, Los Angeles, Denver, Salt Lake City, San Francisco and Seattle (Portland).

Assisting Mr. Owen will be Jerry Limata. Mr. Minsky will be assisted by Jack Perley.

-oOo-



Re-Aligning.....

Discussing the new U.S.-Canadian sales and distribution responsibilities. L to R: Ed DeBerry, Hugh Owen, Howard Minsky, Jerome Pickman and Tom Bridge

****

Appointed Publicity Manager.....



Hy Hollinger, at left, has been promoted to Publicity Manager for Paramount Pictures Corporation, it was announced April 24th by Martin Davis, Director of Advertising, Publicity and Exploitation. He succeeds Nick Mamula.

For the past year, Hollinger's duties have included public relations activities on behalf of International Telemeter Company, a wholly-owned division of Paramount Pictures. In his new post, he will continue to be associated with the press functions of the subsidiary, in addition to supervising the publicity activities of the parent company.

Before joining the Paramount organization in March, 1961, Hollinger had been a staff writer for Variety for ten years. Previously, he held posts with Warner Brothers, and with newspapers in New York and Pennsylvania.

Appointed Advertising Manager...



Leo A. Gutman, at left, has been appointed advertising manager for Paramount Pictures Corporation, it was announced April 13th by Martin Davis, director of advertising, publicity and exploitation.

An executive with broad experience in the entertainment field, Gutman has resigned as director of advertising and sales promotion for Ziv-United Artists Television to accept the new post. Associated with Ziv for the past 15 years, he previously operated his own advertising agency in Cincinnati.

Gutman will assume all responsibility for the creation and administration of Paramount's advertising program. In addition, he will work closely with Lennen & Newell, Paramount's advertising agency.



AT RIGHT are Elsa Martinelli and one of the wonderful baby elephants of "Hatari!" - a film that the people on this page are going to help resolve into one of the greatest Paramount triumphs in this, our 50th Anniversary Year.

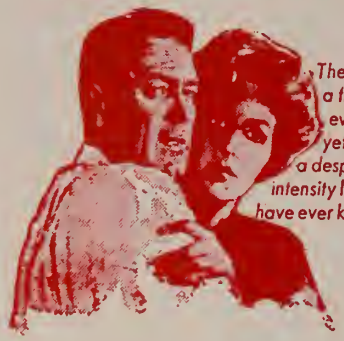
THE NEW YORK TIMES, FRIDAY, APRIL 20, 1962. L 21

THE COUNTERFEIT TRAITOR IS "A MUST...A TINGLER FOR THE NERVES. SUPERIOR SKILL AND STYLE... A HEART-TWISTER FOR THOSE WHO LIST TO LOVE."
—Bosley Crowther, New York Times



WILLIAM HOLDEN · LILLI PALMER
In The PERLBERG-SEATON Production of
THE COUNTERFEIT TRAITOR
TECHNICOLOR® HUGH GRIFFITH · Produced by WILLIAM PERLBERG · Written for the screen and Directed by GEORGE SEATON
Based on the book by ALEXANDER KLEIN · A PARAMOUNT RELEASE

A WALTER READE THEATRE
The De MILLE
47th St. & 7th Ave. • CO 5-8430
Doors Open 10:00 A.M. • at 10:30, 1:00, 3:30, 6:10, 8:45, 11:10



They walked a tightrope every minute, yet loved with a desperate intensity few have ever known.

THE COUNTERFEIT TRAITOR...
"★★★★ (HIGHEST RATING)
Fascinating cloak and dagger adventure...A thriller of all around excellence."
—Wanda Hale, Daily News

"FIRST RATE...Be careful not to miss it."—Paul V. Beckley, Herald Tribune

"TOP DRAWER...Exciting, intriguing entertainment! Holden giving one of his most effective performances."
—Rose Pelswick, Journal American

"EXTREMELY ENTERTAINING, EXCITING, THRILLER. Lilli Palmer one of the all-time beauties."
—Archer Winsten, N.Y. Post

"FULL SHARE OF ACTION AND SUSPENSE...Brisk... Compelling."—Justin Gilbert, Daily Mirror

"Academy Oscar, take a long, close look!"—Alton Cook, World Tele-Sun

"SUSPENSATIONAL!"
—Walter Winchell

Here in capsule form, spread across five columns of The New York Times, is the genuine critical appraisal of "The Counterfeit Traitor" in terms of pure entertainment..... and the public is responding magnificently

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"HATARI!" vignette.

"Don't you know, John Wayne, that visiting elephants always send their trunks ahead?"

NEWS SIDELIGHTS ON "H A T A R I !" ADVENTURE-TOPPER OF THEM ALL



BOSTON - Willys vehicles bring a flock of young enthusiasts to the Capitol Theatre to attend a sneak preview of "Hatari!" But....



....but when Curator Walter Stone of Franklin Park Zoo showed at the Capitol with a lion cub, theatre manager Louis Kenny had to say that not even a tiny cub could sneak into a sneak preview of "Hatari!" That's one admission we lost. Bet it's the only one -- and the lion cub will see the film when he's grown to lionhood, because it'll still be running then.



DENVER, Colorado - This picture shows salesmen Jerry Ashton (left) and Carl Bishop, of Rocky Mountain Jeep, Inc., and the decorated Jeep which took them to the "Hatari!" sneak preview at the Denver Theatre on March 26th. Banner was not permitted to name the film, but the inset clipping from the Denver Post said in the caption "....The Jeeps were promoting the sneak preview of the movie 'Hatari!',starring John Wayne. The movie will officially open in Denver this July."



'Jeep' News

VOL. 8, No. 2 — Willys Motors, Inc., Toledo, Ohio — MARCH, 1962

Willys Vehicles Encircle Globe

THE DRAMATIC PHOTOGRAPH taken at the Chicago Automobile Show emphasizes the theme of the Willys exhibit that Jeep vehicles are a symbol of America throughout the world. Whether one travels east, west, north, or south from the United States he'll find 4-wheel drive vehicles bearing the famous 'Jeep' trademark

Registrations Up 4th Year In Row

U.S. registrations of Jeep vehicles increased for the fourth consecutive year in 1961 and attained a new high of 4.9 per cent of total industry wide registrations in the 10,000 pounds and under gross vehicle weight category.

James Beattie Jr. Willys vice president and general sales manager, reported that the company's registrations of Jeep vehicles were 5.3 per cent ahead of 1960 as compared with an increase of only 2.6 per cent for the industry as a whole.

Willys is the world's largest producer of four-wheel drive vehicles and the largest exporter of commercial vehicles in the 10,000 pounds and under gross vehicle category.

Write Your Own Ticket Contest Proves Popular

Dealer enthusiasm is running high in the new 'Jeep' Write Your Own Ticket Contest which is now underway.

The big event in which every dealer is enrolled opened Feb. 10 and will close on April 10. Dealers may win many valuable merchandise prizes by reaching or exceeding the sales goals they themselves have set.

In fact it is that very feature — each dealer selecting his own goal — that makes the current sales contest unique.

Wholesale and retail quotas in each category are identical and dealers must achieve both to qualify for the full prize point awards. Extra points will be awarded dealers exceeding their quotas.

Each dealer will be awarded a single point certificate at the conclusion of the contest. The point total must be redeemed by May 31.

While the contest is in progress it will be particularly advantageous for all dealers to re-examine their Spring prospect lists. Any sales they make now not only will result in their usual profits but also will count toward their contest quotas.

Based on past records, the Universal Pickup Truck and Utility Wagon are big sales items this time of the year as people prepare for Summer work and fun.

However dealers should not overlook the new Fleetvan which will interest many business firms in their areas. This new vehicle is an excellent unit for making light deliveries.

World-Wide Use Of 'Jeep' Vehicles Emphasized In Exhibit At Chicago

A global setting — portraying Jeep vehicles as a symbol of Americas throughout the world — featured the Willys Motors exhibit at the Chicago Automobile Show last month.

A dramatic world wide backgound for the displays was provided by giant aerial views of the Willys-affiliated plants in Argentina and Brazil and a huge world map showing the location of the 23 overseas and Canadian plants where Jeep vehicles are produced. Flags of the nations where the plants are located also were displayed.

Tying in with the forthcoming Howard Hawks Paramount release 'Hatari' starring John Wayne, Red Buttons and an all-star international cast the special film footage showed rhinos, wildebeests and elephants in their native habitat. The commentaries was done by Batuta.

Forty-three Jeep vehicles

(story continued on page 2)

THOUSANDS OF VISITORS to the Chicago Automobile Show experienced a 'Tanganyika Jeep Ride' at the Willys exhibit. By means of stereoscopic screens a leopard-trimmed Jeep Universal they could see through the windshield a big screen location film rolling attraction to the western picture "Hatari!" which will be released this summer. This feature was crowded throughout the show and attracted many visitors to the Jeep display.

Stamp-ede Winners Plan Holiday Trips

The 'Jeep' Sales Stamp-ede trail continues to lead to far away places as a number of dealers have redeemed their contest points for vacation trips.

William Gold, Speed Auto Sales, Brooklyn, N.Y. and Rudolph Mecina Williamsbridge Parkway Garage & Service Station for Bronx N.Y. expect to visit Nassau. Arnold Eisenman, Motor Mart Sales Corp. Union City, N.J. has been to the Virgin Islands.

James E. Clair Thompson Buick Co. West Roxbury, Mass. is going to Acapulco the famed Mexican resort city and J. Robert Ewen, Bob Ewen Motors Inc. Milwaukee, Wis. is planning a trip to New York.

In addition to the trips dealers also have redeemed their contest points for thousands of dollars worth of merchandise prizes.

Cover of the March issue of 'Jeep' News, publication of Willys Motors, Inc., Toledo, Ohio, emphasizes the success of the "Tanganyika Jeep Ride" at the Chicago motor show, which we featured in last month's issue. Page 2 of 'Jeep' News carried the overall picture of the display which we also used, and which emphasized the powerful showmanship link between Paramount's "Hatari!" and the Willys vehicles used in the filming of the Howard Hawks epic of animal-capturing.

Up until moments before going to press it had been our editorial intention to bring you up to date on all of the showmanship and promotional plans in work on behalf of "Hatari!" But some new and breathtaking developments occurred -- especially in connection with a nationwide safari starring both animals and film stars -- so we deferred the details until next month. That's why you have a page like the preceding one....Albeit, a very practical page that gets across the idea once again that "Hatari!" does star both animals and humans -- and that it is the picture of pictures for children to take their parents to see...the <u>most</u> family picture in a decade!

Scholastic Magazines, Inc. has given its annual Bell Ringer Award to the Howard Hawks' production of "Hatari!," spectacular African wild animal adventure film starring John Wayne for Paramount release.

The magazines, which are circulated among the nation's schools, made the award to "Hatari!" on the basis of it being an outstanding motion picture.



BRITAIN'S FILM FANS 'FIRED' BY DESIRE TO SEE HAL WALLIS' "SUMMER AND SMOKE" *****

SHOWMANSHIP OF THE TOP ORDER has been working full force in London the past few months bringing the Hal Wallis production of Tennessee Williams' "Summer and Smoke," and Ernest Marischka's production of "Forever My Love" to the attention of the greatest number of prospective picturegoers. The widely diverse themes of the two pictures --- American small-town of forty years ago, and European royalty of almost a century ago --- has called for a real diversification of both showmanship and salesmanship.....In the meantime, there are big build-ups afoot for "The Man Who Shot Liberty Valance," "The Counterfeit Traitor" and "Hatari!" - three major pictures expected to provide outstanding appeal for all classes of British filmgoers. So far as "The Counterfeit Traitor" is concerned, you will recall that last month we published the reaction of Fred Hutchinson, managing director in Great Britain, who paid the picture one of the most resounding tributes he has ever paid a picture in his long and distinguished Paramount service. He made it quite evident that all of the British Paramounteers have already determined to make the picture one of the all-time 'greats' in the annals of British motion picture exhibition.



LONDON - At right, top and bottom are just a few glimpses of the excitement engendered in and around the Plaza Theatre by the advent of "Summer and Smoke," one of the most provocative films to reach the British capital in years -- and one which has really reached the hearts of the moviegoing public.



Holland produced a very fine film edition of "Breakfast at Tiffany's," published by Scheltens & Giltay of Amsterdam. It had a ready and popular sale.



AMSTERDAM - One of the most cooperative department stores in the world when it comes to showmanship is Vroom & Dreesmann's, in this city. The above display for "Breakfast at Tiffany's" was in their branch store in Utrecht.



AMSTERDAM - Display at the record bar of Vroom & Dreesmann's department store here for "Breakfast at Tiffany's."

A major music promotion, highlighted by recordings of the title song by Gene Pitney for the Musicor label and by the Fairmont Singers for Dot Records, has been set in conjunction with "The Man Who Shot Liberty Valance."

Both records are receiving the full support of distributors and record dealers, and have been serviced to all top disc-jockey shows throughout the nation.

ER IS ZEER VEEL NIEUWS -- EN ALLEMAAL GOED NIEUWS.....

Het is zeer juist te konstateren, dat het jaar 1962 in het teken staat van de opbouw van Paramount's productie prestige naar een nieuw hoogtepunt. Wederom bevinden wij ons in het tijdperk van de grote kassafilms, en het algehele productie panorama wordt met de dag groter en indrukwekkender. En wat meer is, wij bouwen weer "star power". Wij hebben John Wayne gekontrakteerd voor nog zes grote films, behalve "Hatari!" en "The Man who shot Liberty Valance". Wij hebben een kontrakt gemaakt met producer-regisseur Howard Hawks om nog drie machtige films voor ons te maken, waarvan de eerste reeds in de eerstkomende paar maanden in productie zal gaan. En de



AMSTERDAM - This most tasteful window display for "Breakfast at Tiffany's" is in the establishment of one of the city's foremost ladies' hairdressers. The figure at right is the only index to the establishment's nature. Note on the table, at left, a copy of the Dutch edition of Truman Capote's novel, with Audrey Hepburn occupying the entire cover.

studio heeft wederom zijn politiek om nieuw talent op te bouwen bekrachtigd, om er zodoende zeker van te zijn, dat het filmbedrijf altijd op een continuïteit van nieuwe sterren en spelers, evenals nieuwe regisseurs en producers, kan rekenen.

De Paramount Studio zelf is een nieuw tijdperk van activiteit ingegaan, en heeft zich thans niet alleen ingesteld op het vervaardigen van Paramount's maximum behoefte aan grote nieuwe films, doch heeft ook zijn onvergelijkelijke vaardigheid beschikbaar gesteld voor andere filmproduotie maatschappijen, en ook voor televisie producers. Al deze extra productiviteit is samengebundeld onder de uitvoerende leiding van Y.Frank Freeman, Paramount vice-president. Dit alles betekent ook enorme extra inkomsten, welke voortvloeien uit het feit, dat wij onze studio-ruimten benutten tot een maximaal gebruik.

Vorige maand maakten wij reeds melding van de uitzonderlijk belangrijke wereldzakenreis van Paramount International's president, James E.Perkins. Deze reis zal volgens schema eind April ten einde zijn, zodat wij ook deze maand zeer uitgebreid



"Who's Got the Action?" Who, indeed? Well, Lana Turner is showing a lot of very peeved action over the piece of jewelry she has just gotten from Dean Martin. And Dean is not lacking in action either -- yet neither of these displays is the kind of "Action" that this hilarious, fast-moving, zippy, sassy and rambunctious comedy deals with.

AAAAAAAAAAAAAAAAA

kunnen berichten over de buitengewone en vriendelijke samenwerking aan Mr.Perkins betoond overal waar hij op zijn reis kwam. Deze maand heeft ook Mr.George Weltner zich bij Mr.Perkins in Rome gevoegd, en hiervan brengen wij ook een aantal foto's in dit nummer. Deze twee reizen zullen weer belangrijke hoofdstukken toevoegen aan Paramount' International's vooruitgang, en de gebeurtenissen in de nabije toekomst zullen dit zeker demonstreren.

Tegen het einde van vorige maand, toen "The Counterfeit Traitor" enige malen in New York voor belangrijke figuren vertoond werd, vloog William Holden naar deze stad voor interviews en andere publiciteitsdoeleinden. Holden, die altijd tot medewerking bereid is, nam deze gelegenheid meteen te baat om zijn grote genoegen uit te spreken over het vooruitzicht wederom met Audrey Hepburn in een Paramount film te gaan werken, nl. "Together in Paris", waarvan de opnamen in het najaar in Parijs zullen beginnen. Wat betreft "The Counterfeit Traitor", de wereldpremière van deze film vond plaats in New York City op de 17e van deze maand, onder auspiciën van de Buitenlandse Pers Club; de recettes van deze eerste vertoning zijn bestemd voor het nieuwe gebouw van deze beroemde Club in New York City. Foto's over deze bijzondere gebeurtenis vindt U in dit nummer. Deze grote film heeft zeker hierdoor een schitterende start gekregen, een start die weerklank op weerklank over de gehele wereld zal vinden!

De aankondiging dat Prinses Gracia van Monaco (de vroegere Grace Kelly) weer een film voor Alfred Hitchcock zal gaan maken, viel, toevalligerwijs, gelijk met het moment, waarop Paramount "Rear Window" opnieuw in roulatie ging brengen, de film onder regie van Mr.Hitchcock met Miss Kelly en James Stewart in de hoofdrollen. "Rear Window" is met groot succes ontvangen in Londen en in tal van andere steden waar de hervertoningen zijn begonnen, en dit succes duurt voort waar de film ook vertoond wordt. Weer een voorbeeld van Paramount's "good fortune" voor 1962.

In the Opinion of Many Privileged Viewers,

W H O'S G O T T H E A C T I O N?

Is the Funniest Paramount Picture in X Years



Lana Turner (centre) and Nita Talbot are involved in feminine matters, but Eddie Albert -- what's that that he's involved in? Small wonder that this joyous frivolity is called "Who's Got the Action?"

??????????????

"I co-star in it, too.
See me on the back page."
- Dean Martin

A tiny fugitive in Prague, seeking frantically to elude the secret police, rapped at the door of a side street cafe and whispered hoarsely, "Do you suppose you could cache a small Czech?"
-The Wall Street Journal



STOCKHOLM - The snows of this city have gone by now, but the delightful memory of Shirley MacLaine in "My Geisha" lingers on.



COPENHAGEN - Almost 100 of these posters for "Breakfast at Tiffany's" were utilized on the intra-city S-Train system to great showmanship advantage during the run of the film at the Imperial.

Never put a man in the wrong. He will hold it against you forever.
Will Durant

MASSOR AV NYHETER - OCH GODA NYHETER

* * * * * * * * *

Man kan nog lugnt se fram mot en topp-produktion från Paramount under 1962. Än en gång befinner vi oss i den lyckliga belägenheten att kunna presentera idel topp-filmer, och framtiden ter sig synnerligen lovande. Vad mera är, vi förfogar också över stora namn. John Wayne har tecknat kontrakt på sex storfilmer utöver "Hatari!" och "Man Who Shot Liberty Valance". Vi ha försäkrat oss om producenten-regissören Howard Hawks för ytterligare tre filmer; den första påbörjas inom de närmaste månaderna. Och vår Studio har än en gång gett bevis på sin strävan att till sig knyta nya förmågor för att säkra nytillskottet av stjärnor och skådespelare, liksom av regissörer och producenter.

Själv arbetar Paramount-studion för högtryck, inte bara med att få fram filmer för eget behov utan dessutom för att ge rum åt andra filminspelningar, liksom åt televisionens producenter. Vad det betyder i ekonomiskt avseende att kunna utnyttja Studion till dess fulla kapacitet förstår var och en.

TOPS ORIGINAL RELEASE, 1955

TOPS RE-RELEASE, 1960

"Rear Window" was re-re-released at the Aloha Theatre, Helsinki, Finland, on April 13th. The first three days represented 300% of the Hitchcock film's re-release in 1960, and 150% of the film's original release in 1955. That's show business for you!

I förra månaden rapporterade vi Mr. James E. Perkins betydelsefulla resa världen runt som väntas avslutad i och med april. Vi kan därför även denna gång presentera, i text och bilder, en sammanfattning från de platser som Paramount Internationals President besökt. Denna månad har också Mr. George Weltner anslutit sig till Mr. Perkins i Rom. Även detta finns rapporterat. Viktiga kapitel skrivs för närvarande i Paramount Internationals historia genom dessa båda resor, något som den närmaste framtiden kommer att ge belägg för.

I slutet av förra månaden, då "Counterfeit Traitor" framfördes i ett par viktiga sammanhang, flög William Holden till New York för intervjuer och andra engagemang i samband med filmens framförande. Den populära stjärnan, som alltid mycket samarbetsvillig, tog tillfället i akt att ge uttryck för sin stora glädje över att inom kort åter få spela mot Audrey Hepburn i Paramountfilmen "Together in Paris", vilken inspelas i Paris senare i år. Vad beträffar "Counterfeit Traitor" gick världspremiären på filmen av stapeln i New York City den 17 i denna månad, under beskydd av Overseas Press Club. Premiärdagens intäkter gick till den förnäma klubbens nya byggnad i New York City. Det lysande evenemanget skildras i detta nummer. En lovande början för en stor film, som kommer att ge eko världen över.

Meddelandet om att prinsessan Grace av Monaco (före detta Grace Kelly) skulle göra ännu en film för Alfred Hitchcock kom, av en ren händelse, att sammanfalla med reprispremiären på "Fönstret åt gården". Den filmen är ju, som känt, regisserad av Mr. Hitchcock och har miss Kelly och James Stewart i de ledande rollerna. Filmen har fått en strålande framgång i London och på flera andra platser och detsamma blir säkert förhållandet var den än kommer att visas. Ännu en lycklig tillfällighet för Paramount 1962.

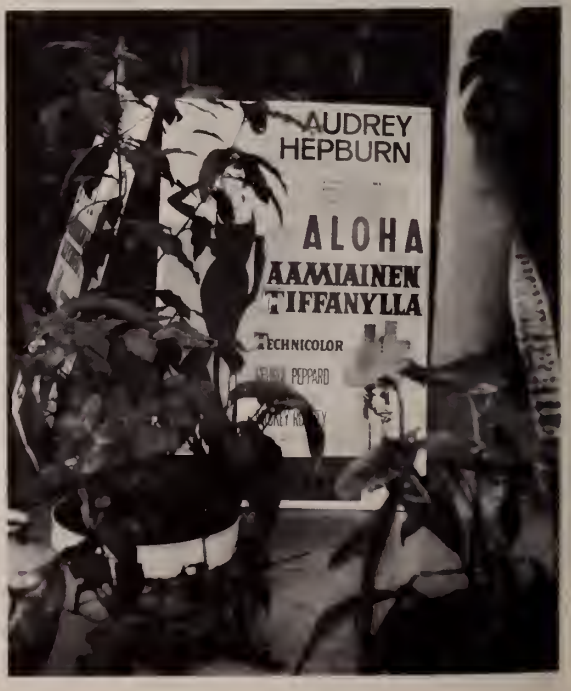


COPENHAGEN - Here are the entrance doors of the Imperial Theatre. They show the excellent use to which the standee poster of Audrey Hepburn was put in connection with the extremely popular engagement of "Breakfast at Tiffany's." At top is a long view of the front of the Imperial at show time.

****

BELOW

HELSINKI - One of 16 flower shop windows that gave handsome cooperation when "Breakfast at Tiffany's" was the successful attraction at the Aloha.



BEAUCOUP DE NOUVELLES . . . . . ET TOUTES TRES BONNES!

1962 est l'année témoin du prestige de la nouvelle production Paramount qui atteint le zénith. De nouveau nous sommes dans l'ère des grands films à succès et le panorama de notre production devient de plus en plus important au fur et à mesure des jours qui passent. Mais surtout nous nous efforçons de rétablir le pouvoir de la vedette. Nous avons engagé John Wayne pour six films importants qui s'ajoutent à "Hatari" et à "L'Homme qui a tué Liberty Valance." Howard Hawks, l'éminent producteur et metteur en scène, fera pour nous trois autres films dont le premier sera mis en chantier dans les mois qui viennent. La politique du studio est de lancer de nouveaux talents aussi bien en tant que vedettes que metteurs en scène qui assureront la continuité de l'industrie cinématographique.

Les studios de Paramount abordent maintenant dans une nouvelle ère d'activité. Ils produiront non seulement les nouveaux films importants de Paramount mais ils prêtent aussi leur matériel à d'autres compagnies de films et aux producteurs de télévision. Toute cette activité supplémentaire a été groupée sous la direction de Y. Frank Freeman, vice-président de Paramount. Tout cela signifie des revenus supplémentaires qui permettront au studio de travailler au maximum de son rendement.

Le mois dernier nous vous avons montré le très important voyage d'affaires effectué par le président de Paramount International, M. James E. Perkins. Ce voyage doit se terminer à la fin du mois d'avril. Donc ce mois-ci, nous aurons des articles et des photos, montrant la merveilleuse et amicale coopération qu'a trouvées M. Perkins à chaque escale de son voyage. Ce mois-ci également, M. George Weltner a rejoint M. Perkins à Rome et nous parlons de cet évènement dans notre numéro. Ces deux importants voyages aideront grandement au progrès de Paramount International, ainsi que le prouvera l'avenir.

A la fin du mois dernier, tandis qu'on montrait "Trahison sur Commande" au cours de projections importantes et spéciales à New-York, William Holden est venu dans cette ville pour accorder des interviews et aider au lancement du film. Ce grand acteur, qui est toujours extrêmement co-opératif, profita de cette occasion pour exprimer son plaisir à l'idée de travailler de nouveau dans un film Paramount avec Audrey Hepburn. Ce film, c'est "Together in Paris", dont les prises de vues vont commencer à Paris dans quelque temps.

Revenant à "Trahison sur commande", notons que la Première de ce film a eu lieu à New-York le 17 de ce mois, sous les auspices du Club de la Presse Etrangère. Les recettes de la première soirée ont été versées intégralement pour la construction du nouvel immeuble de ce club à New-York. Nous donnons ci-inclus un reportage illustré de ce brillant évènement. Cette présentation exceptionnelle a donné un magnifique départ à ce grand film et nous sommes sûrs que le bruit s'en répercutera à travers le monde entier.

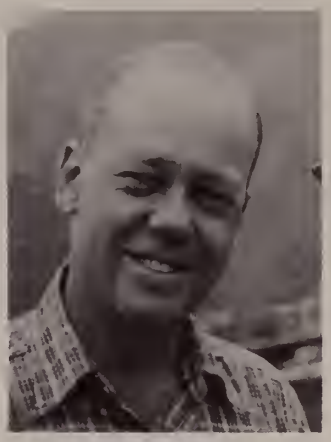
L'annonce que la Princesse de Monaco (ex-Grace Kelly) va sortir provisoirement de sa retraite pour revenir au cinéma et faire un film pour Alfred Hitchcock a coïncidé exactement avec la reprise sur les écrans de "Fenêtre sur Cour", dirigé par M. Hitchcock et dont les vedettes sont Grace Kelly et James Stewart. Ce film a remporté un gros succès à Londres et dans de nombreuses autres villes où il est ressorti. Ce succès continuera partout où ce film sera présenté. Voilà un autre exemple de chance qui accompagne Paramount en 1962.

"Tiffany's" Winner!



BRUSSELS, Belgium - Last month we gave brief mention to one phase of the excellent showmanship campaign organized in this city by Paramount manager Julian Binstock in behalf of "Breakfast at Tiffany's." That phase had to do with the awarding of a diamond bracelet valued at 80,000 Francs to the best and most human answers to a set of questions relating to the film. Above, we have a photo which provides a most dramatic and appealing climax to that contest.

It shows Mr. Binstock presenting the very valuable piece of jewelry to Mrs. Anny De Schryver, the winner. And here are Mr. Binstock's own words regarding the presentation: "....when I asked for this young woman's carte d'identité I discovered that she was 22 years old and already a widow. She won the contest on the merit of her answers to the questions, but I cannot imagine anyone to whom it would have pleased me more to award the prize."



RICHARD QUINE (above), who directed "The World of Suzie Wong." and who will direct William Holden and Audrey Hepburn in "Together in Paris," was a recent New York visitor to confer with executives on the picture. Filming on the project, with George Axelrod as producer, is scheduled to begin in Paris around June 11.



"The Pigeon That Took Rome" was both produced and directed by the versatile Mel Shavelson. Here he directs Charlton Heston and Arthur Shields in one of the scenes in which they masquerade in the attire of priests - all in the interests of victory.

When the Paramount film version of "Come Blow Your Horn" starts production on September 10th, Frank Sinatra will be the star, and the Academy Awards-winning actor, Lee J. Cobb will portray his father.

The picture will be filmed partly in New York and partly in the Paramount Hollywood studio.

Meanwhile the play from which the film will be made is now in its second year on Broadway.

P S Y C H . . . . . O
S o c k . . . . . o
M e x i c . . . . . o

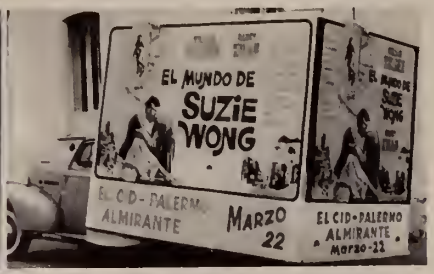
The Hitchcock saga of murder, mystery and mayhem --- "Psycho" by name --- is still stalking theatre box-office records, and is still rubbing them out with deft Hitchcock dexterity.

The process has reached Mexico City, with the Chapultepec Theatre being the X that marks the spot of the latest records decimation. A wire from Arthur L. Pratchett to John Rubinich in Home Office contains this moneyed 'clue':

"PSYCHO" FIRST WEEK 188 PERCENT OF THEATRE WEEKLY AVERAGE AND 117 PERCENT OF LONG-STANDING THEATRE WEEK'S BUSINESS RECORD

"HATARI!" EST FORMIDABLE!





BOGOTA, Colombia - This truck, advertising "The World of Suzie Wong" at the El Cid, Palermo and Almirante Theatres, covered the whole city for 7 days in advance of the premiere.



VALPARAISO, Chile - In addition to the striking cable on "One-Eyed Jacks" on this page we have some samples of the showmanship which accompanied this top-level engagement.

Here, for instance, is a display in the window of the Montalbetti Store in Pedro Montt Street, the main thoroughfare of this city.



VALPARAISO - And here is a display in a watch store, also on Pedro Montt Street. Actually, "One-Eyed Jacks" set a number of records, including that of the Valparaiso Theatre holding a picture over for a second week.

THIRD COL.

This is one of the reasons why the Valparaiso Theatre held over "One-Eyed Jacks." Whoever wants to change pictures in the middle of capacity business!

Muchas noticias....y todas estupendas.

* * * * * * * * * * * * * * *

Es cierto que en este año de 1962 estamos presenciando la culminación del prestigio de Paramount en una nueva fase cenital. Nos hallamos nuevamente en la era de las películas de fuertes taquillajes, y en general las producciones van a más y son cada día más impresionantes. Hemos contratado a John Wayne para seis poderosas películas, esto además de "Hatari!" y de "El Hombre que mató a Liberty Valance". Hemos concertado con el productor y director Howard Hawks la filmación de otras tres grandes producciones, la primera de las cuales empezará a rodarse en los próximos meses. Y los estudios han vuelto a afirmar su política de introducción de nuevos talentos, de forma a asegurar a la industria una contínua cantera de estrellas y actores, así como de directores y productores.

Los propios estudios Paramount han entrado en una nueva etapa de actividad, dado que ahora no sólo se dedican a producir todo el programa de grandes films Paramount, sinó que además ofrecen incomparables facilidades a disposición de otras compañías productoras y también a los productores de televisión. Toda esta nueva actividad productora está bajo la dirección de Y. Frank Freeman, vice-Presidente de Paramount. Todo esto significa un nuevo y tremendo rendimiento suplementario como consecuencia del pleno empleo de las instalaciones de Paramount.

El mes pasado cubrimos hasta cierto punto el viaje de vital importancia realizado alrededor del mundo por el Presidente de Paramount International, James E. Perkins. Este viaje debe concluir a finales de abril y por lo tanto traemos aquí otra gran parte de la información, demostrativa del magnífico espíritu de cooperación con que fué recibido Mr. Perkins en cada una de las escalas de su viaje. También este mes Mr. George Weltner acompañó a Mr. Perkins a Roma, de cuya visita publicamos una información en estas páginas. De estos viajes surgirán otros importantes capítulos en el desarrollo de Paramount International, conforme podrá comprobarse en próximas fechas.

A últimos del mes pasado, con motivo de unas proyecciones privadas de "The Counterfeit Traitor" en Nueva York, William Holden estuvo en esta ciudad para ser entrevistado y trabajar en la campaña de lanzamiento. Este actor, siempre tan cooperativo, aprovechó la ocasión para proclamar su satisfacción por volver a actuar junto a Audrey Hepburn en una película Paramount "Together in París" que será rodada en París a finales de este año. Con relación a "The Counterfeit Traitor", el estreno mundial tuvo lugar el día 17 de este mes en Nueva York, bajo el patrocinio del Overseas Press Club, a beneficio de las obras de construcción del nuevo edificio de dicho Club. El brillante acontecimiento queda reflejado en las fotos que se publican en este número. Un magníficoo comienzo para esta gran película, cuyo eco dará la vuelta al mundo.

El anuncio de que la Princesa Grace de Mónaco (nacida Grace Kelly) sale temporalmente de su inactividad cinematográfica para realizar otro film con Alfred Hitchcock, ha coincidido con la redistribución de "La Ventana Indiscreta", dirigida por Mr. Hitchcock e interpretada por Miss Kelly junto a James Stewart. La película ha sido acogida con enorme éxito en Londres y otras capitales y el éxito preseguirá en donde vuelva a proyectarse esta film. Otro índice de la buena suerte que tiene Paramount en 1962.

How's This for Smashing a Record?

When he was last in New York, Chile manager Juan Laupheimer was most eager to get his hands on "One-Eyed Jacks" and show what really could be done in Chile with this epic of the outdoors. Well, he got his chance, and the results pulverize the senses, to say the least. Here's his cable to John Rubinich in Home Office:

"JACKS" FINISHED FIRST WEEK VALPARAISO THEATRE IN VALPARAISO WITH NETT AN ALL-TIME RECORD FOR THEATRE, AND ACTUALLY 320% OF THE THEATRE'S AVERAGE WEEKLY BUSINESS.

Among the records splintered in this theatre by "One-Eyed Jacks" was that of "Psycho."





SAO PAULO, Brazil - Crowds always supersede words when it comes to telling a theatre's success story. A very good example of this is shown above, at the Ipiranga Theatre during the engagement of Elvis Presley's "G. I. Blues."

SHOWMANSHIP AND SHOWMEN IN LATIN AMERICA



LIMA, Peru - The Wedding-Dress-of-the-Picture contest here in conjunction with the release of "The Pleasure of His Company" at the Tacna and El Pacifico Theatres was a huge success and delighted Paramount manager Lennart Bjorck greatly. Contest was run in the eminent newspaper La Cronica, which featured it solidly for 2 weeks and received thousands of coupons in return. An entire window of a prominent Lima store was devoted to the dress for this same length of time and attracted wide attention.

The final drawing for the winner took place in the Tacna Theatre. The prizes included, besides the wedding dress, annual passes to the Tacna and El Pacifico Theatres.

It all added up to superlative showmanship, and the picture benefitted very materially.

High for "Bridges"..

Excerpt from a letter from Brazil general manager A. Stephen Clug to Home Office executive Donald Nathan:

"...Re-release of THE BRIDGES AT TOKO-RI in Sao Paulo at the Ipiranga and Astor Cinemas has produced absolutely sensational figures....Bill Holden, excellent Technicolor and lots of action will give us more money the second time round than the first with this picture."

RIGHT

LIMA - Sequel to the picture at left, actual presentation of the wedding dress by manager Lennart Bjorck, to the winner, Miss Dora Canales G.

BELOW

The stack of entries in the lobby of the Tacna Theatre viewed by Sr. Francisco Otinaino, of the newspaper La Cronica which co-sponsored the contest; Sr. Alfonso Gaillour, Paramount's ace publicist; and Sr. Ramirez Gaston, Lima public notary who certified the drawing of the winning entry in the contest.





BOGOTA, Colombia - "The World of Suzie Wong" did a measure of business equal to 190% of average when released day-and-date at the El Cid, Palermo and Almirante Theatres here recently. Scene above is of the exterior of El Cid, with a queue prominently evidenced. "Suzie Wong" continued for a second week in all three theatres, and according to Paramount manager Andres Sanz, "this was the first time that the Almirante has played a picture for a whole second week."



MEXICO CITY - At the end of the second week's business at the Chapultepec Theatre, "Psycho" was still 115% ahead of the previous best week in the theatre's fine and distinguished history...And the story is continuing.

Argentina Gets To See "One-Eyed Jacks".....

The Marlon Brando thriller has finally been seen by the Argentine film fans, and the glowing reception really drips from the following enthusiastic cable from managing director Sam Bekeris:

AFTER INTENSIVE PUBLICITY CAMPAIGN AT LAST RELEASED "ONE-EYED JACKS" IN BUENOS AIRES YESTERDAY (April 3) WITH TREMENDOUS SUCCESS AND MASSIVE COMBINED GROSS FROM FIVE DAY AND DATE THEATRES - THE OPERA, METROPOLITAN, PUEYRREDON, ROCA AND ARGOS. PUBLIC REACTION EXCELLENT AND LOOKING FORWARD REPEAT SUCCESS IN OTHER COUNTIES.

Pereira! Perfection!



This is Hal Pereira.

You have seen his name in credit titles of Paramount pictures for at least thirty years - and because of that name,and the artistry that goes with it, the scenic,cultural and artistic level of our productions has been tops.

Hal Pereira is head of the skilled department which creates the physical format of each and every Paramount picture before even the first foot of film is exposed.

Even before a picture 'goes on the floor' in the studio, Hal and the imaginative men and women of his department have created its settings in miniature. Where a picture has remote settings, either in this country, or overseas, a member of Hal's department has preceded the production unit.

Hal's work over the years has won the industry's highest commendations. He has several Academy Award 'Oscars,' a host of Academy Award nominations, and countless other accolades.

Hal Pereira is one of the top reasons for the consistently high production level of Paramount Pictures.

OBITUARY

JAMES C. GREENLEAF

JAMES C. GREENLEAF died on April 7th. He was 48 years of age, head of the tax department of Paramount Pictures Corporation, and had been a member of the company since 1944. These are vital statistics of one kind. But there is another kind of vital statistic that belongs here. It is this:

Jim Greenleaf was most talented in his special field - an expert, a friendly consultant. Yet he was more than these, for he was kindly, ever ready with help and advice, a gentle soul who counseled with quiet authority. He was the kind of man whose passing is all the more shocking because this world has much need of such men of thoughtfulness and goodwill.

We shall always revere the memory of Jim Greenleaf. Our organization is much the better for his passing our way, and for so much of lasting value that he gave to us. We mourn deeply with those he left behind, the more so because we are merely telling what they have always known about Jim Greenleaf.

OSCAR A. MORGAN

OSCAR A. MORGAN passed from our midst on Easter Sunday, April 22nd. He died at his home in Ormond Beach, Florida, and was placed to rest in the family plot in Asbury Park, New Jersey.

Oscar Morgan retired from active Paramount service in 1959 after having first joined the company in 1915. Since 1959 he has been a consultant to the company, as well he might be, for in the forty-four years encompassed by these dates he has been in virtually every phase of Paramount activity. This work has covered the foreign department, sales and domestic distribution, production of short features, and not forgetting booking,selling and certain phases of exhibition. Furthermore, it is believed that no other single individual in the entire film industry had a wider circle of tried and true friends all across the North American continent, than did Oscar A. Morgan.

Added to all of this was his sense of devotion to the Paramount organization, a patriotism that went beyond the emotion of loyalty to the point of being a fierce dedication. Truly, the two-score years of Oscar Morgan service added massive lustre and substance to the film company called Paramount.

To Mrs. Morgan, and son Richard, the full sympathy that comes from our hearts.

MRS. HAL WALLIS (LOUISE FAZENDA)



When Louise Fazenda died on April 16th, she left an unhappy gap in the thin line of true human beings.

Louise Fazenda, in the sixty-five years of her fruitful and very worthwhile life,had lived three memorable careers. First of all, for about thirty years, she had been the foremost comedienne of the screen, portraying a character that was fallible, sometimes blundering, sometimes practical, yet always human, kind and very much beloved. A great part of this time, and right up to the moment of her passing from our midst, she had been Mrs. Hal Wallis, mistress of a fine home, mother of a son to be proud of, and wife and helpmeet of a film producer whose works have massively enriched the screen.

Her third life was one that was lived in proud anonymity. For both Louise Fazenda and Mrs. Hal Wallis became completely submerged in the tireless woman who gave of her strength and her substance and her limitless time to help the poor, the needy, the hopeless and the helpless in the slum areas of downtown Los Angeles. Garbed so that no one would ever recognize her, but with liberal funds made available to her by her producer husband, this anonymous lady raised vast numbers of unfortunates from the depths of despair and ill-health, so that hosts who never knew her name or her fame as an actress, came to regard her simply as an angel of mercy.

Certainly none could have made a life more meaningful, more bountiful, more useful and rememberable to those she aided, than did the Louise Fazenda who became Mrs.Hal Wallis and who, as a benefactor in the truest sense, passed from our midst but never from our memory.

ST. LOUIS Our sincere sympathy goes out to Gladys Shy, of our Inspection Department, whose husband passed away recently.

The St. Louis WOMPI Club, in which Paramount girls are very active, have been very busy over the Easter holiday period. Through their efforts, 60 dozen eggs were cooked,colored and delivered to the St. Louis Chronic Hospital and the Sunshine Mission. In addition to this, the girls took the time to sew and stuff 100 toy animals for the three Children's Hospitals here, to bring the kiddies a little extra cheer at Eastertime.

-Jerry Bahner

PARAMOUNT EVENTS, U.S. & CANADA



WASHINGTON, D.C. - Austrian Ambassador Wilfried Platzer was host on March 26th at a special screening of "Forever My Love." Screening was held in the Motion Picture Association's screening room. In attendance were staff members of the Austrian Embassy and their families, and especially invited guests from other foreign embassies.

Shown above are the Ambassador and his wife, and Herbert Gillis, Paramount branch manager in Washington.

On the same evening of March 26 at the premiere of "Forever My Love" at the 72nd Street Playhouse in New York, Paramount Pictures received a special citation from the Austrian government for "fostering closer cultural relations with European nations. Dr. Johanna Nestor, acting consul general of Austria, presented the award to Barney Balaban, president of Paramount Pictures Corp.



NEW YORK - Star William Holden and General Sales Manager Jerome Pickman discuss the overall salesmanship-showmanship campaign for "The Counterfeit Traitor" at a reception for Holden in the Time-Life Tower here.

Opening day's receipts for "The Counterfeit Traitor" at the DeMille Theatre in New York were a prelude to a week which broke the record-breaking week of "Psycho" in the very same house.



COVINA, California - Jerry Lewis was right on deck with the ball-point pen at an autograph party staged in one of the White Front supermarkets as part of the local showmanship campaign for "The Errand Boy."





NEW YORK - On arrival at New York International Airport for work in connection with "The Counterfeit Traitor," William Holden visited the flight deck of the American Airlines Astrojet to compliment Captain W. H. Dunn on a superb flight, and also to study the flight plan of the journey just completed.



VANCOUVER, B.C., Canada - After giving "Blue Hawaii" a magnificent launching at the Famous Players Orpheum Theatre here, manager Ivan Ackery (above) headed a group of Vancouverites on an actual tour of Hawaii that took 16 days, and covered all of the top spots pictured in the Hal Wallis picture. Tour left Vancouver March 10 and was a huge success.

(Manager Ackery has won a number of Quigley Awards for his showmanship in recent years).

TORONTO - When satirist Mort Sahl appeared on Canadian Broadcasting Corporation's "Parade" on April 8th, he chose for his background the exterior of the Hollywood Theatre where "Breakfast at Tiffany's" was then in its 18th Week. Show was telecast nationally, so the Audrey Hepburn film got a real national plug.



The players who co-star with the wonderful 'Fire Away' are, L to R: Bob Allen, Jayne Davis and Jerry Kazmaire. Bob and Jayne are professional actors; Jerry has never faced a camera before - yet you'll find him unforgettable as a born horseman.



This is the kind of a close-up view of harness racing that audiences will be getting from Paramount's ace quality two-reeler, FIRE AWAY - one of the finest short features Paramount has ever released.

****

OTHER SHORT FEATURES IN PROSPECT * * * * * * * *

Several fine Paramount short features of the calibre of "Fire Away" are upcoming. Some have actually been filmed and are in process of editing. Others are in production now. All are without final titles, so we shall have to describe them.

One, a two-reeler, graphically pictures the epic adventure of boring into the crust of the Earth in order to learn what we are actually living upon. Basis of the subject is the project, now under way in the Caribbean, engaged upon what is known officially as "Operation Mohole." ....Another subject deals in most exciting fashion with Skiing (on snow) in Winter,and (on sea) in the Summer. It will have the same degree of thrills that "Boats A' Poppin'" had.....And a third subject will be concerned with a Round-the-World Whirl, touching all important cities, all of the continents, and much else besides, done at a pace that will leave you breathless.

All are really 'class' short features and should find high favor with film audiences everywhere.

NEWS ABOUT THE NEW PARAMOUNT SHORTS

"FIRE AWAY," A SHORT THAT'S LONG ON THRILLS, BEAUTY AND TRUE HEART-INTEREST

Howard Minsky, Paramount Film Distributing Corp. vice-president, has received this letter from Don R. Millar, executive vice-president of The United States Trotting Association, Columbus, Ohio:

"I am writing to express my delight and tnthusiasm over the marvelous photography and delightful production job on FIRE AWAY. It was beautifully done, and it is the most authentic and true-to-life film that has been done in the harness field.

"When we saw this in New York, the members of the committee were so surprised that they did not seem as enthusiastic in their comment as I found them to be afterwards. In discussions of the film, they all commended it enthusiastically. I can't tell you how pleased we are with it."

(sgd.) Don R. Millar



Learning to train a trotter is all very well -- but not for twenty-four hours a day. There has to be a spot of time for romance, too....And Trotter "Fire Away" knows this.

F I R E A W A Y is in color of truly magical beauty. Both day shots, and the shots of harness-racing by night,are really breath-taking.

INTERNATIONAL PERSONALITIES IN PARAMOUNT CINEMA EVENTS



KUALA LUMPUR, Malaya - Arriving here on his business journey around the world, Paramount International's president, James E. Perkins, found that he was indeed 'good news' for the local radio stations.



NEW YORK - At a Paramount reception in his honor in the Time-Life Tower here, William Holden describes a sequence in "The Counterfeit Traitor" to New York Times top motion picture editor, Bosley Crowther.



BOSTON - James Stewart, visiting here in behalf of "The Man Who Shot Liberty Valance," is presented with a souvenir book of the city by Robert R. DeSimone, acting Mayor and Secretary.



SINGAPORE - Screen star Joan Fontaine, Mr. Jules C. Stein (Chairman of MCA) and Mrs. Stein arrived here on March 30th and were greeted by Dato Loke Wan Tho, Chairman of Cathay Organisation. Shown above, L to R, are Misses Latiffah Omar and Rose Yatimah, Cathay-Keris film stars; Dato Loke Wan Tho; Miss Fontaine and Miss Rahmat Ali, Cathay-Keris star.



PARIS - Among the attendees at the premiere of the Paramount French thriller, "Malefices," at the Paramount Theatre were the popular American-born singer, Eddie Constantine and his daughter Tania. At left is Paramount's traffic manager, Marcel Hamel.



NEW YORK - New York Mayor Robert Wagner accepting ticket for the Overseas Press Club premiere of "The Counterfeit Traitor" from Mrs. Eleanor Fitzsimmons, the club's publicity coordinator. Premiere, at the DeMille Theatre, is reported on Page 3.



VIENNA - Among those attending the glittering premiere of "Breakfast at Tiffany's" at the Kolosseum was the famous Austrian stage actress and singer, Renate Holm.



NEW YORK - Group at the reception in the Time-Life Tower for William Holden and Eric Erickson, whose life adventure Holden portrays in "The Counterfeit Traitor." L to R: Wendell Lether, of the Overseas Press Club, which sponsored the film's New York premiere; Eric Erickson; William Holden and J. William Piper, Secretary of Paramount International Films.

BELOW



NEW YORK - Dina Merrill was all shining radiance as she arrived at the DeMille theatre for the premiere of "The Counterfeit Traitor," the evening of April 17th.





NEW YORK - Autometric executive Charles Chambers (left) extends best wishes for success with his new enterprise to Robert Gaertner as the latter leaves to form his own industrial film company - Valley Films-in Rochester, New York. Gaetner was formerly manager of the Art and Publication Dept. of Autometric Corporation, a Division of Paramount Pictures Corp.

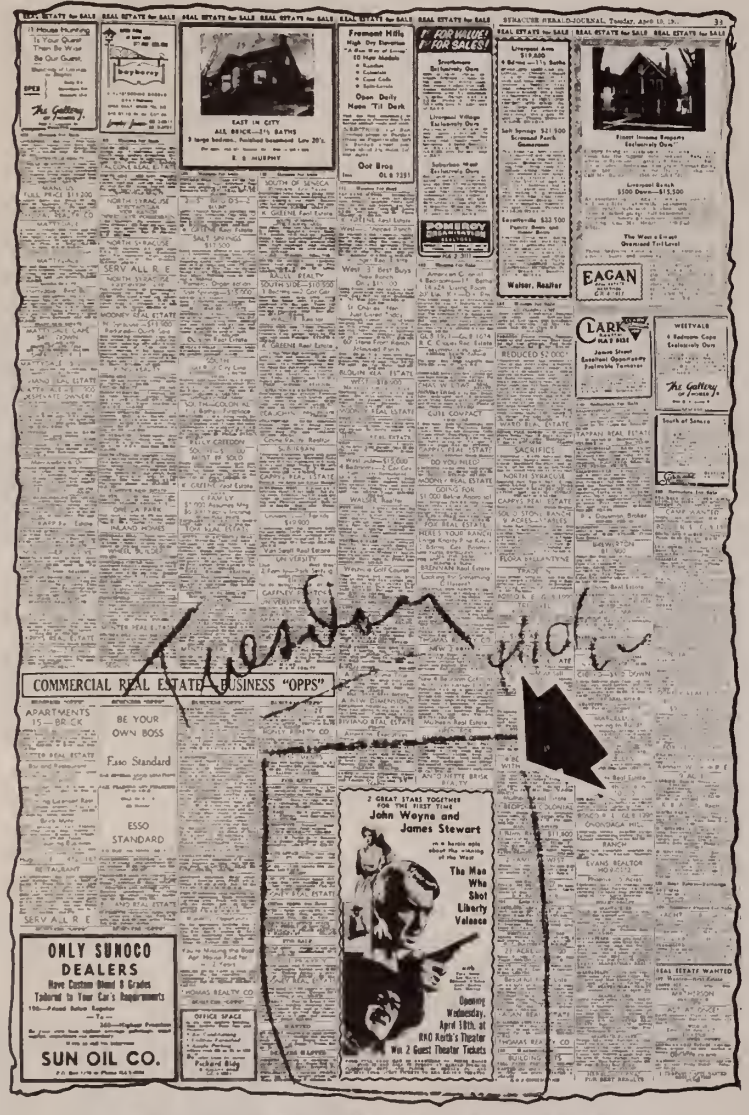
NEW YORK - Audrey Hepburn and her husband, Mel Ferrer, arriving in New York via American Airlines, en route to Europe, where Miss Hepburn will co-star with William Holden in "Toegther in Paris." At left is Maximilian Schell, 1961 Academy Award winner as Top Male Star.



NEW YORK - Arthur Israel, Jr., assistant to Paramount president Barney Balaban, at the "Counterfeit Traitor" premiere with Margaret Phelps, a noted attorney.

NEWS FROM THE CROSSROADS OF THE WORLD

You are promised some good pictures on this page next month. Interesting shots of the pre-wedding office party given Louise Cohen, secretary to Howard G. Minsky; and of Paramount International's send-off for Anne De Leonardis, secretary to William Piper, who has left the company to be married and to accept the full-time job of housewife.....Anne's replacement is already on the job on the 10th floor. She is Illona Weiss and she comes to International from the legal branch of the production department in the East by way of a recent trip to California. Formerly secretary to Mrs. Gladys Semel, Illona had gone with her family to the Coast state where they had expected to settle. They returned to New York, however, and Illona, a graduate of Martin Van Buren High School in Queens and of the StenType Institute in New York, is already deep in the ramifications of Paramount's global operations.



One of the most eagerly-scanned pages in any newspaper is the section devoted to classified ads for homes. It comes next to the jobs wanted section. Yet only rarely does anyone have the notion to advertise a motion picture in this area of a newspaper. Up in Syracuse, New York, the RKO Keith's Theatre had the notion for "The Man Who Shot Liberty Valance,"and Blanche Livingston has forwarded this page. At the bottom of the ad was this notice: "Your full name may be anywhere on these pages..... Find it and call in person at Herald-Journal Classified Dept., and receive your guest tickets to RKO Keith's Theater." (The advertisement ran for 6 days).

STELLA STEVENS AND BOB CUMMINGS BATTLE FOR BOWLING CHAMPIONSHIP

At press time there are five sessions remaining in the Paramount Pictures Bowling League, and long-time leader STELLA STEVENS has just a sliver of a lead over BOB CUMMINGS to show for all its terrific bowling. The two squads are sure to meet each other at least three more times and the margin between them is just one point. Both teams are deliberate bowlers and often find themselves bowling with an audience composed of all the other teams. To an outsider it might appear as though some Met. Opera claques have migrated to Queens to applaud every good shot and hiss every miss.

Individually, most of the contests are still undecided. In the Bowler-of-the-Year competition, Armin Remestat of STEVENS has no competition among the men, while four gals are alternating as leaders, present figures showing Zi Viale 20½, Raye Klinger 20, Vera Guilfoyle 18½ and Kathy Kelleher 17. Sara Sowers still has a 10-point lead in average, 159 to 149, over Zi Viale and holds hi-series of 559, while Zi has hi-game, 210. McKeown's average lead has been cut to 4 points, 174 to 170, over Al Konecny, while Bob Guilfoyle's 620 series and McKeown's 246 game are still tops.

Bob McKeown

MEDICAL NOTE

Those reportorial gremlins had a field day last issue when they had Dr. Leon J. Warshaw "taking" a refresher course on "Cardiology in Industry" in Chicago instead of "giving" one. Quite a diff'rence, y'know!.....Chicago also was graced by the talents of Mrs. Sally Kreger, Charge Nurse for Paramount Pictures Corp.,who was there from April 9th through April 13th to attend the Industrial Health Conference and to participate in the annual meeting of the American Association of Industrial Nurses.

Mailroom head, Charles V. Hickey made no secret of the good news of the arrival of Granddaughter Laura Louise Ritchie, who arrived March 31st and who 'weighed in' at 8 lbs 3 ounces. Mother is Mira Ann Ritchie (Charles' daughter) and father of the lovely baby girl is Donald F. Ritchie.

With so much concentrated activity on "Hatari!" in Home Office, and so many stacks of scene stills from the picture around, lots of folks are beginning to converse with each other in animal talk.

PEOPLE AND EVENTS IN THE CONTINENTAL SCENE



HOLLYWOOD - Jules A. Gendre (r.), head of Starfilm, Paramount distributor in Switzerland, and Mrs. Gendre meet Eric Erickson in the Paramount Studio. Occasion was a luncheon honoring both Erickson and William Holden, who enacts the World War II role of Erickson in "The Counterfeit Traitor."



TEL AVIV, Israel - Here are the Paramounteers of this busy segment of the world-wide Paramount organization. L to R: Arie Schwartz, messenger; Jacob Ishvi, ad-sales; Kalman Pipe, film inspector and shipper; Mr. Ladislav Koch, manager; Mrs. Carolina Rosen, cashier and sales; Peter Oelsner, booker; Chaim Schneiderman, accountancy-clerk. The occasion marked congratulations to Mrs. Rosen on having completed 25 years of wonderful service to Paramount.

BELOW

HAMBURG, Germany - Gay posters for "Breakfast at Tiffany's" helped lift the spirits of travellers on the city's subway system.



"P S Y C H O" continues to produce a continuity of records with the regularity of a disc-pressing machine.

A letter from Henri Michaud in Paris states that the Hitchcock juggernaut, at the Kinopaleet in Oslo, Norway, produced in its first week a sensational gross representing 83% of capacity for all performances....And of course the picture went into a second week.



COLOGNE, Germany - Interesting shot of postering for "My Geisha," with the twin steeples of Cologne Cathedral looming in the background. The Shirley MacLaine comedy has been a fabulous success throughout Western Germany, as well as in Berlin.



VIENNA - One of the outstanding events connected with the engagement of "Breakfast at Tiffany's" at the Kolosseum, was a marathon ball at the celebrated "Fatty's Saloon." One of the stars of this non-stop affair was Vienna's star disc jockey, Fred Ziller, here shown (at right) receiving an album of the sound-track music of the Audrey Hepburn film from AFEX publicity managerHans Menasse.



CAIRO, Egypt - In this country Miss Hepburn is attaining the stature of both the Pyramids and the Sphinx. "Breakfast at Tiffany's" was accordingly given showmanship treatment in keeping with this belief, both at the New Roxy, Heliopolis (at top), and at the Radio Cinema. General manager H. Donald Hunter's publicity force aided materially in both campaigns, and the crowd evidence in both photographs are indexes to the success of the efforts.



VIENNA - Front of the Kolosseum the evening of the "Breakfast at Tiffany's" premiere. The audience included scores of Austria's top personalities of stage, screen and radio, as well as political and civic figures, and notables of the world of sports. A really glittering galaxy, which pleased AFEX manager Louis Kanturek greatly.

ZURICH, Switzerland - Two very effective uses of Audrey Hepburn likenesses in the windows of Griedor & Co, during the enormously successful run of "Breakfast at Tiffany's."



GLOBAL JOURNEY OF JAMES E. PERKINS

(Continued from Page 5)



BOMBAY - The Film Critics Club of this city gave a reception in honor of Mr. Perkins. Photo above shows Mr. Perkins and Mr. Henriksen garlanded in the traditional fashion, together with Paramount general manager Vaidyanathan and the members of the Club. Reading L to R: Mr. Ajit Merchant, president of the Club; Mr. Perkins, Mr. M.D.Japheth, Mr.Khale, Mr.L.P. Rao, Mr. Pavri, Mr.Harin Mehta, Mr. Vaidyanathan, Mr. Henriksen, Mr.Nadkarni, Mr.Sakhal and Mr. Chandavarkar.

In India and Ceylon, due to expert planning by Mr. Vaidyanathan, Mr. Perkins had an all-encompassing schedule. Both in Colombo and Bombay he met top exhibitors and visited first-run theatres. In Colombo he and Mr. Henriksen attended a reception in their honour by the Chairman and Directors of Liberty Cinemas Ltd. Reception was in the Galleface Hotel and was attended by film industry leaders, government officials and prominent citizens. Mr. Perkins also held a press conference in the hotel. In Bombay, in addition to theatre visits and calls on exhibitors, the Paramount executive was honoured by the reception of the Film Critics pictured above.



COLOMBO, Ceylon - Greetings for Mr. and Mrs. J.E. Perkins and Mr. S.A.Henriksen at Katunayake Airport. They were met by Mr. Jabir A.Cader, Chairman of Liberty Cinemas Ltd., and Mrs. Cader. L to R: Mr. Aamir Sheriff, Mr. Henriksen, Mr. Jabir Cader, Mrs. Aamir Sheriff, Mr. and Mrs. Perkins, Mr. Yusuf, Mrs. Jabir Cader, Mr. Vaidyanathan, Mr. Don.



ATHENS - A press close-up of Paramount International's president, James E. Perkins (at left) and Savas Pylarinos, Paramount's distributor in Greece, and also a top personality in that country's exhibition and production world.





"FOREVER MY LOVE" PLEASES VIEWERS

CHICAGO - Group of notables at the special screening of "Forever My Love." L to R: Gerhart Seitman, Coordinator, Volkswagen Midwest Sales; Richard Frank, Paramount branch-division manager, Chicago; Lars Erlandson, film critic, National Svenski Americana Tribune; Alfons G. Kleindienst, Chancellor, German Consulate General, Midwest; Astrid Kamann, Director of Stewardess Personnel, Lufthansa Airlines, Midwest Div.; Rolf Kleindienst, German Consulate economist; Hans Alins, Editor, Scandinavian newspapers.



The world-wide journey of Mr. Perkins is scheduled to end with his return to New York on May 3rd. A number of important developments in our Company's business are expected to result from this journey. Some of them will be announced and detailed in next month's issue of Paramount World.

MANILA, Philippines - Mr. and Mrs. Perkins, and the eminent exhibitor and industrialist, Mr. Ernesto Rufino, are flanked (at left) by Far East division manager S.A.Henriksen, and Philippines manager A. S. Velasquez.

LEFT

PARIS - Section of the luncheon table at the Cafe de la Paix tribute to Mr. J. E. Perkins. Shown, L to R: Henri Klarsfeld, Mr.Perkins, John B. Nathan and Henri Michaud. Also present were: G.Schack, F. Siter, Supervisor for Middle East; Savas Pylarinos, Paramount distributor in Greece; G. Renault, G. Hoff, Counsel and Assistant Secretary; M. Hamel, R. Rochefort, E. Maillet, I. Pront, Mrs. O.Ferry, M. Lebreton, E.Bechet, Technical Mgr. of the Paramount Theatre; M.Barouche, M.Bernheim, R.P.Edelstein and G. Chapal.

PEOPLE AND FILM EVENTS IN THE COLORFUL ORIENT



KUALA LUMPUR, Malaya - At the conclusion of the All-Asia premiere of "My Geisha" at the Cathay Cinema, Her Majesty the Raja Permaisuri Agong, Queen of Malaya, received in her car as she departed from the screening, a Japanese geisha doll, suitably inscribed, commemorating the occasion. Presentation was made by the manager of the Cathay, Mr. Nyau Kim Ling. His Majesty the Yang di-Pertuan Agong, King of Malaya, is seated in the rear of the car.



HONGKONG - That towel-wrapped Miss MacLaine has gotten to just about all places in the world in the interests of "All In A Night's Work." Here she is (or at least, here her standee stand-in is), in the lobby of the State Theatre here, where her film effort was very much liked.



· SINGAPORE - Screen star Joan Fontaine doing the 'Twist' with Dato Loke Wan Tho, Chairman of the Cathay Organisation. Miss Fontaine was on a world tour with Mr. and Mrs. Jules C. Stein (he is Chairman of MCA) and a dinner was given in their honour by Dato Loke in the magnificent hilltop mansion, "Bukit Yew," attended by top international film distributors, the press and radio, and leading members of the Cathay Organisation.



LEFT

Bangkok, Thailand - The Paramount Theatre, where they really go all-out on every attraction the house presents, had this fine front-of-house display for the Jerry Lewis comedy, "The Ladies' Man."

RIGHT

HONGKONG - "On the Double" was a 3-cinema, day-and-date attraction here. Shown at the right are the front of the Royal, lobby of the Queen's, and the effective front-of-house display of the State.



BELOW

SINGAPORE - The Straits Times on January 30th noted the 10th anniversary of the founding of the Cathay-Keris Studios with a six-page section. We have reproduced the six pages below, not for readability, but as evidence of the tribute paid Cathay-Keris by the celebrated newspaper.



PARAMOUNT FILM DISTRIBUTING CORPORATION

1306 S MICHIGAN AVE — CHICAGO 5, ILL

April 19, 1962

Dear Friend,

As one Erickson to another, may I extend my greetings and an unusual invitation.

I am the Erickson portrayed by William Holden in the new motion picture,

"THE COUNTERFEIT TRAITOR"

On my recent visit to Chicago, I prevailed on Paramount Pictures and Balaban & Katz to give fellow Ericksons of the City the opportunity to see the picture as my guest.

If at all convenient, it would be much appreciated if you would join other Ericksons out front of the UNITED ARTISTS THEATER (on Randolph Street at Dearborn) at

12:00 NOON, this
SATURDAY, APRIL 21

This will be for the purpose of making a group press picture.

Then, if you can stay, you and a guest are most cordially invited as my gaests to see "The Counterfeit Traitor." It will start at 12:30 and be over at 3:10 p.m.

I realize this is short notice but it is our hope a representative number of the Ericksons of Chicago will be able to make it.

May I also say Paramount has made me very proud of my name (and yours) in turning out so fine a motion picture.

Cordially,

Eric Erickson

Eric Erickson

P.S.--Please bring this letter with you.

CHICAGO - In a fine piece of promotion set up by Henry Ehrlich, field representative, this letter was sent to 300 Chicagoans named Erickson during the visit of Eric Erickson, on whose World War II adventures "The Counterfeit Traitor" was based. A great many of the recipients of the letter responded, and the press covered the gathering quite extensively - all for good of the picture.

NEW YORK - So successful has "The Counterfeit Traitor" proven to be at the DeMille Theatre, that it is now playing day-and-date at the 72nd. Street Playhouse also. Sure sign that this is one of the Paramount 'Greats.'

相次ぐ喜ばしいニュース

一九六二年はパ社の作品に対する信用が新しい頂点に達する年であることは疑問の余地がない。我々は再び大きな興収を上げる映画の時代を迎えており、作品は全般に日一日とスケールが大きくなり、魅力的になっている。さらに特筆せねばならないのは、我々はスタアの力を再び築き上げつつあるということである。我々はジョン・ウェインと六本の出演契約を結んだ。この六本は「ハタリ」や「リバティ・バランスを射った男」を含まない本数である。プロデューサー・ダレクター、ハワード・ホークスはパ社のために三本の映画を製作する契約に調印し、その第一作は近く開始されるはずである。更に、撮影所は映画産業が常に新しいスタアや俳優を欠くことのないよう新しいタレントや監督やプロデューサーの養成につとめて行く方針であることを明らかにした。

パ社撮影所は、パ社が必要とするかってない多くの本数の大作を製作するばかりでなく、その比類なき施設を他の映画製作会社及びテレビ・プロデューサーに提供することによって新しい活動の時代に突入した。このような余分の生産力はパ社副社長Y・フランク・フリーマン氏の才腕のもとに結集されたものである。我々のスタジオの施設を最大限の合理的な活用に付することはすべて莫大な余分の収入が生じることを意味する。

J・E・パーキンス社長の旅行の成果

先月号に我々はパラマウント・インターナショナル社長ジェームス・Eパーキンス氏の著しく重要な世界旅行の報道写真をある程度掲載した。この旅行は四月末に終る予定なので、今月号も引続きその模様を誌上で紹介する。これらの写真はすべてパーキンス社長が旅行の間中、行く先々で受けた素晴らしい友好的協力を反映している。また、今月はジョージ・ウェルトナー氏がローマでパーキンスと合流したが、この時の模様も本号に収録されている。パラマウント・インターナショナルが発展する上に於いて、極めて重要ないくつかの章が、その事実が証明するように、これらの二つの旅行から生れるであろう。

「偽の売国奴」のワールド・プレミア

三月末、ニューヨーク市で「偽の売国奴」のいくつかの重要な試写が行われた時、インタビュー及び他のプロモーションの仕事のため、ウィリアム・ホールデンが当市に飛行機でやってきた。このいつも協力的なスタアは、この機会に本年の後半パリで製作されるパ社の作品「パリで一緒に」でオードリー・ヘップバーンと再び共演できることの喜びを述べるのを忘れなかった。「偽の売国奴」のワールド・プレミアは三月十七日、ニューヨークで外国記者クラブの主催の下に開催され、その夜の売り上げはニューヨーク市にある著名な同クラブの新しいビル建設基金の一部として寄附された。この華やかな同夜の催しは本号で写真本位に紹介してある。この催しはこの偉大な作品の素晴らしいスタートを飾った。しかも、このスタートは世界中に繰り返し繰り返しこだまするほど強力なものであることを信じる。

モナコ王妃の映画への返り咲きと「裏窓」

モナコのグレース王妃がアルフレッド・ヒッチコック作品のあと一本に出演してスクリーンに返り咲くという発表は、偶然パ社が同嬢とジェイムス・スチュアート共演のアルフレッド・ヒッチコック作品の「裏窓」を再公開している折になされた。この映画はロンドンの他、数ケ所で公開されて大成功を収めたが、この成功はこれから公開されるどの地域に於ても同様であることには間違いない。これは一九六二年がパ社にとって幸運の年であることを示す今一つの実例である。

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PARAMOUNT HAPPENINGS IN AUSTRALIA AND NEW ZEALAND

"COUNTERFEIT TRAITOR" ENTHUSIASM SOARING

After they had viewed "The Counterfeit Traitor" -- and had calmed down from the exciting picture's thrill-upon-thrill -- Robert L. Graham, managing director, and George M. Nacard, general sales manager, cabled Mr. Perkins in Paris. Said Mr. Graham: WE HAVE JUST SEEN "COUNTERFEIT TRAITOR" AND ARE TREMENDOUSLY EXCITED. IT IS UNDOUBTEDLY ONE OF THE FINEST PARAMOUNT PICTURES IN ALL THE COMPANY'S HISTORY AND IS WONDERFULL SUITABLE FOR EVERY TERRITORY. CONGRATULATIONS TO PARAMOUNT. REGARDS.

Mr. Nacard's message was equally enthusiastic: NEVER BEFORE IN MY FORTY YEARS FILM LIFE HAVE I VIEWED SUCH A MAGNIFICENT PRODUCTION AS "COUNTERFEIT TRAITOR." HITCHCOCK-LIKE SUSPENSE AND THRILLING SITUATIONS COME REEL AFTER REEL. INTERNATIONAL PHOTOGRAPHY SUPERB. BEAUTIFUL AND TOUCHING ROMANCE BETWEEN BILL HOLDEN AND LILLI PALMER UNFORGETTABLE. THIS GRAPHIC ADVENTURE ADDS UP TO PINNACLE-HIGH ENTERTAINMENT THAT MUST APPEAL TO ALL PEOPLES.



SYDNEY - "One-Eyed Jacks" is next on the action-agenda in this country, and the group here assembled outside the Little Paramount Theatre after viewing the Marlon Brando thriller is preparing to do the film justice. From L to R: Pat Condon, TCN Channel 9-TV; Bill Fenn, advertising and publicity director of Matson Line; Jack Needham, Dri-Glo Towels; Barbara Pritchard, Paramount advertising and publicity; and Alan Wardrope, Paramount's advertising and publicity manager.



PERTH - Attendees at 'Holly Golightly's Party' for radio and press representatives following a City Theatres screening of "Breakfast at Tiffany's." L to R: Vic Loffman, Paramount sub-branch representative; Holly Golightly usherette; Mr. C. Spivey, manager, Piccadilly Theatre; Mrs. C. Searl; Mr. F. Davenport, Chairman of Directors, City Theatres; Holly Golightly, usherette; Mr. C. Searl, Managing Director of City Theatres.



Paramount's two-page tribute to the Golden Anniversary of Greater Union Theatres as it appeared in both The Film Weekly and The Australasian Exhibitor. Photograph shows Paramount's managing director, Robert L. Graham, left, extending Paramount's congratulations to Greater Union's chairman of directors, Norman B. Rydge.

SYDNEY - Miss Wendy Edwards, secretary to managing director Robert L. Graham, became Mrs. Weiger Sloot at Saint Philip's Church on March 20th.

The happy couple spent a fortnight's motoring honeymoon on the north coast, and Mrs. Sloot has now returned to Paramount.

RIGHT

SYDNEY - George M. Nacard, Paramount general sales manager, and his daughter, Helen, aboard the P&O liner, "Strathnaver." Miss Nacard was about to sail for London, where she will be until next December.



AUSSIE NOTES: Showmanship 'highs' have been registered in Perth and Brisbane. In Perth, imaginative Colin Spivey of the Piccadilly re-created the sawn-in-half bath of "Breakfast at Tiffany's" and set it up in the street right outside his theatre - to the unconcealed amazement of the populace. In Brisbane, TV Channel 7 carried some footage of Charlie Ruggles 'fluffing' his lines during the filming of "The Pleasure of His Company" and the show attracted wide attention for the film at the Wintergarden. Some more of Harry Greaves' talked-about showmanship.



MELBOURNE - This is the record-bar of Myers Emporium, this city's biggest department store, which devoted many displays to the extraordinarily popular "Breakfast at Tiffany's," showing just a few blocks away at the Barclay.



LISBON, Portugal - Just about everything in sight in this glimpse into the music establishment of Sassetti conveys a message about the Imperio Theatre's presentation of Audrey Hepburn in "Breakfast at Tiffany's." This is an instance of cooperative showmanship at its peak of practicality.

A woman was annoyed by her husband's lack of displeasure at being crowded next to a pretty blonde in the elevator. Suddenly the blonde turned around, slapped him and said, "That will teach you!"

As the couple got off the elevator, the confused man asked his wife, "Now, what was that all about?"

She replied, "I pinched her."



MELVYN DOUGLAS will co star with Paul Newman and Patricia Neal in "Wildest of the Thousand," which starts production in Paramount's studio on May 14 under the direction of Martin Ritt. Douglas portrays the role of the father of Newman in the dramatic film of a rugged Texas family.

RIGHT

RIO DE JANEIRO - This very effective lobby display (with cottonwool 'snow' for tropical Brazil), was repeated in a number of Rio cinemas as part of the showmanship campaign for the Paramount release, "The Savage Innocents." The display here depicted was in the lobby of the Cine Opera, and a similar display in the Caruso lobby also was photographed.

NOVIDADES EM PENCA - E TODAS ELAS ÓTIMAS!

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É mais do que certo ser 1962 o ano testemunha da definitiva estabilização do Prestígio da Produção da Paramount, atingindo a um novo zênite. Mais uma vez estamos ocupando a área dos grandes campeões de bilheteria e o panorama geral do nosso Produto se torna maior e mais impressionante cada dia que passa. E, o que é mais importante, estamos dispondo novamente de um poderoso elenoo de astros e estrêlas. Contratamos John Wayne para seis grandiosos filmes, em adição a "HATARI!" e "O HOMEM QUE MATOU O FACÍNORA". Contratamos também o produtor-diretor Howard Hawks para fazer três novas super-produções, a primeira das quais será iniciada nestes próximos dois mêses. Os nossos Estúdios voltaram à boa política de preparar e lançar novos talentos, de maneira que a indústria oinematográfica fique segura de poder oontar sempre com novos artistas, assim como diretores e produtores.

Os Estúdios da Paramount, êles prôprios, aoabam de entrar numa nova área de atividade, estando agora aptos não só a atender a qualquer número de pedidos de novos filmes, feitos pela Paramount, como também por outras companhias oinematográficas, assim como por produtores de TV. Tôda esta gigantesoa atividade adicional ficará agrupada sob a direção executiva de Y. Frank Freeman, vice-presidente da Paramount. Signi fica isso que uma vultosa renda extra será obtida por funcionarem os nossos bem aparelha dos estúdios em seu lógioo aproveitamento máximo.



No mês passado, fizemos a cobertura parcial da proveitosa viagem de negocios que o presidente da Paramount International, Sr. James E. Perkins, está fazendo à volta do mundo. Essa viagem deverá terminar em fins de abril, e na presente edição estamos divulgando novas provas das demonstrações de amizade e cooperação prestadas ao Sr. Perkins em sua rota. Ainda no mês em curso, o Sr. George Weltner irá ao encontro do Sr. Perkins, em Roma, conforme estamos mencionando em outra página. Vários importantes capítulos referentes ao progresso da Paramount International resultarão dessas duas viagens, como se constatará num futuro bem próximo.

Nos últimos dias do mês findo, quando O FALSO TRAIDOR foi mostrado em importantes exibições privadas, em Nova York, William Holden voou até aquela cidade para conceder entrevistas à imprensa e outros trabalhos promocionais. Êste astro que está sempre cooperando conôsco, aproveitou-se da ocasião para falar do seu grande prazer em voltar a atuar com Audrey Hepburn num novo filme da Paramount, TOGETHER IN PARIS, que será feito na capital francesa, ainda êste ano. Com respeito a O FALSO TRAIDOR, informamos que sua estréia foi realizada em Nova York no dia 17 do corrente, sob os auspícios do Overseas Press Club, revertendo a renda para a construção da nova sede do clube, em Nova York. O grande aoontecimento que foi essa estréia acha-se graficamente registrado na presente edição. E não há dúvida de que êste drama teve uma estupenda partida que por certo ecoará pelo mundo afora.

A notícia de que a Princesa Grace, de Mônaoo (anteriormente Graoe Kelly), deixará temporariamente seu retiro voluntário, para ressurgir na tela num novo filme de Alfred Hitchcock, foi divulgada, por coincidência, na mesma ocasião em que a Paramount estava relançando "A JANELA INDISCRETA", dirigida por Hitchcock, com Miss Kelly e James Stewart na dupla protagônica. Êste filme registrou enorme sucesso em Londres e em muitas outras praças onde está sendo reprisado, tudo indioando que tal sucesso será igual em tôda parte. É um outro forte indíoio da boa fortuna da Paramount em 1962.

Another "Jacks" Triumph In South America

* * * *

RIO DE JANEIRO - "One-Eyed Jacks" has done it again in this part of the world. General manager A. Stephen Club has cabled about the "sensational" public and press reaction to the Marlon Brando thriller at the Bruni Flamengo Theatre, where the film in the first 2 days surpassed 80% of the theatre's average weekly gross.

NEWS FROM THE TELEMETER FRONT CONTINUES TO BE 'UPBEAT'

This is the third year of the operation of Trans Canada Telemeter's home-viewing operation in Etobicoke, the western suburb of Ontario's massive city of Toronto. Earlier this month, at the annual meeting of the stockholders of Famous Players Canadian Corporation, it was announced that the Telemeter operation continues to flourish and expand and that, furthermore, big things are in immediate prospect for this medium which has opened a new world of entertainment.

It is also a matter of record that more and more interested persons from all over the world are journeying to Etobicoke to view at first hand the actual operation of Telemeter, and also to personally interview subscribers in their homes in order to learn the plusses and minuses of Telemeter.

TELEMETER, FIFESHIRE SHOWS

Telemeter's seventh outstanding and special offering to its 6,000 Etobicoke (Toronto) patrons, starring Gracie Fields and Stanley Holloway in A Music Hall Revue, won an enthusiastic reception at the studio in CFTO from which it emanated and in the homes of subscribers. The show followed a recent one with The McGuire Sisters which, like the Fields-Holloway starrer, was emceeded by Larry Mann, conductor of the CBC's Midnight Zone. Jean Dalrymple of New York was executive producer and Norman Campbell of Toronto director.

Playing all week at a $1.50 charge per home, A Music Hall Revue, like other Telemeter shows, goes into the library being built up by the company for future use in the USA and the UK. At present the Toronto project is the only one anywhere. Under the direction of Phil Isaacs, franchise chief for International Telemeter, it is part of Famous Players' operations through a subsidiary company, Trans Canada Telemeter, which Eugene Fitzgibbons heads.

The project, just over a year old, will be followed by others in three USA areas.

Leslie Winik, International Telemeter vice-president, was in Toronto for the presentation and he was accompanied by Will Bolton and Hy Hollinger.

Over 3,000 Torontonians and Hamiltonians filled the O'Keefe

Many printed tributes were paid the glowing Telemeter show that starred Gracie Fields and Stanley Holloway. Here's on that appeared in Canadian Film Weekly.

Writing in The Toronto Daily Star of the latest Telemeter offering, Morris Duff headlined his report: "Gracie and Stanley Bask in Nostalgia." And his very complimentary review ended on this note:

"Their personalities pour through. It is nostalgia at its wonderful best."



TELEMETER
"THE KEY TO A NEW WORLD OF ENTERTAINMENT"

TORONTO - Typical show business showmanship is reaching the Telemeter subscribers and is putting attractive prizes within their reach. Above is an entry blank mailed to all subscribers in connection with a special Easter show linked with a pair of family style films.

In reporting the Stanley Holloway -Gracie Fields Show over the Etobicoke Network, Variety's review ended on this note:

Miss Fields and Stanley Holloway were in fine fettle. Trans-Canada Telemeter adds a good bet to its archives, for repeating later.



TORONTO - Excerpt from Your Telemeter Guide, mailed regularly to all subscribers, indicating that "Too Late Blues" for a recent offering over the Trans-Canada Telemeter home-viewing network.

Superb Showmanship!



HONGKONG - When Danny Kaye's "On the Double" was released day-and-date in the Queen's, Royal and State Theatres, management of the three houses, in cooperation with Paramount manager H. S. Moh, arranged a contest. Object of the competition was to state on which eye Danny Kaye first put his eye-patch in the comedy, and on which eye he put the patch last. Cosponsoring the contest was the only color newspaper, Tin Tin Daily. In the scene above at left are some of the 5,000 replies that came in. Shown are, L to R: Mr. M.C.Lai, of National Transistor Radios; Miss Lau of Tin Tin Daily; Mr. S. T. Wu of Queen's-State-Royal Theatres; and Paramount's Mr. Moh, who drew the winning names. In scene at right are, L to R: Mr. M.W.Mong, agent for National Transistor Radios; Mr. T.Mizutani, of National Transistor; Mr. Wu, of the three theatres; the 3 prize winners with their trophies; Miss Lau; Mr. Moh; and Mr. H. A. Lok, chief editor of Tin Tin Daily. Scene was at the Luk Kwok Hotel Restaurant.



MORE AND MORE THE SPECTACULAR SHOWMANSHIP OF THE FAR EAST IS PAYING INCREASINGLY VALUABLE DIVIDENDS.

HONGKONG - "One-Eyed Jacks" was released here day-and-date at the Royal, Queen's and State, and enjoyed strong popularity. Here are two phases of the showmanship campaigns put on by the three cinemas. At left, a 12-foot-high lobby display at the Royal; and at right, a really actionful display in the lobby of the Queen's.


The Straits Times

THE GHOST THAT HATES LIPSTICK—See Page 11

Plans for increased trade, tourism

ASA: FIRST FRUITS

A new task for arms meeting

Filipino doctors for Malaya

Singapore gives Yu Ming a wild welcome

STOP PRESS

home robbed

Rolex Day-Date

NOTE

ROLEX

SINGAPORE - Cathay-Keris film stars are big news here. This is Page One of the April 6th Straits Times, an internationally renowned newspaper with 100,000 circulation, as it announced the arrival from Hongkong of Miss Yu Ming, one of the Cathay Organisation's stars, here for a personal appearance at Cathay's Odeon Theatre, and for location shooting for her new picture, "A Star in Hongkong." Singapore's tumultuous reception for Miss Yu was without precedent.

消息相當多，而且非常好

這是千眞萬確的，今年一九六二，將是派拉蒙出品的新頂點。我們又重新達到「寶座巨片的時代」，我們一般的出品愈來愈偉大，愈來愈精彩。而且近來我們盡力羅致大明星，增加公司的陣容。我們與尊·榮（John Wayne）新簽了六部戲的合同，並不包括他已經拍完的 Hatari! 及 The Man Who Shot Liberty Valance 在內。我們還與大製片家兼導演侯活·鶴士（Howard Hawks）加簽三部巨片新約，第一部就將在這數月內動工。我們公司還通過了造就新人的政策，因爲電影事業永遠需要不斷有新的明星和演員，當然也要有新的導演和製片人。

派拉蒙攝影場本身的活躍最近也進入了新時代，不但在儘量攝製派拉蒙所需要的新片，同時也供給其他影片公司和電視製片人拍片。這種工作的精神和效率，堪稱空前。這些所有增多的拍片工作都在派拉蒙副總裁富理門（Y. Frank Freeman）管理之下順利進行。這就是說因爲攝影場如此用盡力量工作，我們將增大很大一筆收入

上個月我們報導過一些派拉蒙國際總裁潘京士（James E. Perkins）的重要的環球視察業務。這次旅行在四月才結束，所以本期內我們仍有繼續的報導，我們可以看出他到每一地方所獲得的友誼上的合作。這個月魏德納（George Weltner）先生與潘京士先生在羅馬會合，我們對這件事情有詳細的刊載。這兩位總裁的旅行將是派拉蒙重要的一頁，因爲業務的迅速進展不久即可實現。

上月底，新片 The Counterfeit Traitor 在紐約數度試映，這幾次都是很重要的，威廉·荷頓（William Holden）特地飛到紐約招待記者及其他的有關該片宣傳工作，這位最合作的影星趁這機會發表說他最高興將與柯德莉·夏萍（Audrey Hepburn）合演一部派拉蒙的新片 Together in Paris 在下半年開拍，至於 The Counterfeit Traitor本月十七日已在紐約作世界首映由海外記者總會贊助，第一晚所得作爲慶祝他們紐約新廈落成之用，這盛大的獻映之夜於本期中也有圖片的報導。這部巨片有如此美滿的開始，我們敢言它將在全世界廣受盛大的歡迎。

當摩納哥王妃（即前嘉麗絲·姬莉 Grace Kelly）宣佈復出爲希治閣（Alfred Hitchcock）拍一部影片之際，巧合地，正在這時候派拉蒙在重新發行希治閣導演，嘉麗絲·姬莉與占士·史超域（James Stewart）合演的「後窓」（Rear Window）。於是這部影片在倫敦及其他幾個地方的營業極爲成功，而且這種成功將發揚廣大，繼續下去，凡這部影片上映之處，其生意必有收獲。這又是一九六二年派拉蒙步上鴻運的一個實例。

HOLLYWOOD PEOPLE AND EVENTS



A many-splendored quintette in the Paramount commissary on the occasion of a luncheon in tribute to William Holden and Eric Erickson for their participation in "The Counterfeit Traitor." L to R: George Seaton, who directed the film; Jack Karp, Paramount vice president and studio head; Eric Erickson, whose true-life exploits inspired the film; Adolph Zukor, Paramount founder and board chairman; and William Perlberg, who produced "The Counterfeit Traitor."



Another photo shot of the luncheon. Eric Erickson at right, George Seaton in centre, and the third man is Sven Rye, Consul for Denmark in Los Angeles. A great deal of "The Counterfeit Traitor" was filmed in Denmark.



Visitors from Switzerland with Paramount studio toppers. Jules A. Gendre (at left), of Starfilm, Zurich, Paramount distributor, and Mrs. Gendre with Jack A.Karp, studio head; Adolph Zukor, Paramount chairman of the board; and Martin Rackin, production head.



A signing of great importance. The setting: The office of Jack H. Karp, vice president in charge of the studio. Howard Hawks is adding his signature to a contract calling for three productions (in addition to "Hatari!"). Seated beside him is a 'bearded' John Wayne, who has just signed for 6 Paramount productions. Mr. Karp is standing at left; Martin Rackin, in charge of production, is at right. And a very cheery and well satisfied Adolph Zukor is standing in the background. "Just like the great product days of yore," opined Paramount's founder.



A study in expressions which seems to augur well for the future. Messrs. Rackin, Hawks and Karp immediately after the signing of the contract for three productions by Howard Hawks.

IMPORTANT NEW POST FOR VICE-PRES. Y. FRANK FREEMAN



In an important move to utilize Paramount Studio's physical facilities to their maximum potential, Jack Karp, studio head, announced on March 28th the appointment of Y. Frank Freeman to head a Special Facilities Division.

Karp said that Freeman will coordinate, direct and generally supervise the management of rentals for outside pictures, theatrical and television, in which Paramount has no financial or distribution interest. He emphasized that such activity would in no way interfere with or interrupt Paramount's own theatrical production which, Karp stated, is expanding.

The announcement stated that the new Special Facilities Division was a result of a growing demand for studio space in Hollywood, together with pressures brought on by an accelerated demand from independent production companies for expert professional and technical facilities.

Karp stated that both NBC and CBS have renewed agreements for the production on the Paramount lot of such TV shows as "Bonanza," "Have Gun Will Travel" and "Gunsmoke," and added that "we are delighted with these continued pleasant relationships, as well as those experienced with the Bob Hope Enterprises, the recent Frank Capra production,"Pocketful of Miracles," and the other fine companies that call the Paramount lot their production headquarters."

Disc jockeys right across the nation are giving plenty of merited plugs to Jane Morgan's spirited and melodious rendition of the title song of "Forever My Love." These tie in most effectively with the superb romantic film's release in a number of key spots nationally.



VIENNA - World-famed Austrian opera singer Hilde Güden (above) not only attended the premiere of "Breakfast at Tiffany's" at the Kolosseum Theatre, but also greeted the guests on behalf of the organization called "Actors Help Actors," for whose benefit the gala charity premiere was held.



HOLLYWOOD - At right is Eric Erickson, the man whose real-life adventure in World War II provided the basis for "The Counterfeit Traitor." With him is noted German film correspondent Frederick Porges.

RIGHT

DUSSELDORF - Material from two German 24-sheet posters make a compelling display for "Blue Hawaii" and "My Geisha" in this street scene.



BERLIN - Wherever Berliners went during the engagement of "Breakfast at Tiffany's" at the Gloria Palast, Audrey Hepburn in poster form was never far away. Here's an instance at the annual International Agricultural Fair, which usually attracts an attendance of 4-5 million persons **********

NICHTS ALS GUTE NEUIGKEITEN

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Das Jahr 1962 scheint wirklich dazu ausersehen zu sein, Paramounts Produktionsprestige auf einen neuen Höhepunkt zu bringen. Wieder einmal befinden wir uns in einer Ära der großen kassenfüllenden Filme, die allgemeine Produktionsübersicht wird mit jedem Tag größer und eindrucksvoller. Darüberhinaus festigen wir wieder die Zugkraft unserer Stars. So haben wir John Wayne vertraglich für 6 Großfilme verpflichtet nach HATARI und DER MANN DER LIBERTY VALANCE ERSCHOSS. Desweiteren wurde der Produzent und Regisseur Howard Hawks verpflichtet, für uns drei neue große Filme zu drehen, von denen der erste bereits in den nächsten Monaten ins Atelier gehen wird. Und das Studio ist wieder einmal seiner Politik treu geblieben, neue Talente herauszubilden, damit der Filmindustrie eine Kontiuität neuer Stars und Schauspieler, sowie neuer Regisseure und Produzenten gewährleistet wird.

Im Paramount-Studio selbst hat eine neue Tätigkeitswelle eingesetzt, deren Ziel es nicht nur ist, ein Maximum von Paramounts Bedarf an großen neuen Filmen herzustellen, sondern auch unsere großartigen Möglichkeiten anderen Filmgesellschaften und Fernsehproduzenten zur Verfügung zu stellen. Alle diese zusätzlichen Produktivitäten wurden unter die Leitung von Paramounts Vizepräsident Y.Frank Freeman gestellt; sie bedeuten riesige zusätzliche Einnahmen, die daraus resultieren, daß die Möglichkeiten unseres Studios bis zum Maximum ausgenutzt werden.

Letzten Monat haben wir ausführlich über die wichtige Geschäftsreise rund um die Welt von Paramount International-Präsident, James E. Perkins, berichtet. Wie geplant, soll diese Reise in der zweiten Aprilhälfte ihr Ende finden, sodaß wir auch diesen Monat wieder reichliches Belegmaterial zur Verfügung haben, welches die freundliche, entgegenkommende Mitarbeit, deren sich Mr. Perkins bei jedem Aufenthalt in seiner Route erfreuen konnte, demonstriert. Diesen Monat trafen sich auch Mr. George Weltner und Mr. Perkins in Rom. Dieses Ereignis ist auf mehreren Seiten der vorliegenden Ausgabe dokumentiert. Das Ergebnis dieser beiden Reisen wird, wie es die Geschehnisse in der nahen Zukunft beweisen werden, ein äußerst wichtiges Kapitel in der Geschichte von Paramount International sein.



"Together in Paris," co-starring Audrey Hepburn and William Holden, will commence filming in Paris under the direction of Richard Quine, early in June.

Ende letzten Monat, als "Verrat auf Befehl" einige bedeutsame Aufführungen in New York erlebte, flog William Holden zu Interviews und anderen Propagandaarbeiten in diese Stadt. Der immer zur Mitarbeit bereite Star nutzte diese Gelegenheit aus, um seiner großen Freude Ausdruck zu verleihen, mit



ESSEN - A really stunning windowcase display for "Breakfast at Tiffany's" by the Film-Studio here. And it definitely stops passersby, despite the rain. TTTTTTTTTTT

Audrey Hepburn in einem neuen Paramount-Film ZUSAMMEN IN PARIS vor der Kamera zu stehen. Der Film soll noch in diesem Jahr gedreht werden. Um noch einmal auf VERRAT AUF BEFEHL zurückzukommen, die Weltpremiere dieses Filmes fand am 17. des Monats in New York City statt, unter dem Schutz des Overseas Press Club, für dessen neues Gebäude in New York City der Reinerlös bestimmt war. Dieses schillernde Ereignis, das in einer Bilderfolge in dieser Ausgabe wiedergegeben wird, hat sicherlich unserem großen Film zu einem wundervollen Start verholfen, von dem wir sicher sind, daß er in der ganzen Welt ein Echo finden wird.

Die Ankündigung, daß Prinzessin Gracia von Monaco (die frühere Grace Kelly), die sich völlig von der Leinwand zurückgezogen hatte, in einem neuen Alfred Hitchcock-Film spielen wird, traf zufällig mit der Wiederaufführung von Hitchcocks DAS FENSTER ZUM HOF mit Grace Kelly und James Stewart, zusammen. Der Film wurde mit riesigem Beifall in London und in einigen anderen Wiederaufführungsstädten aufgenommen und dieser Erfolg wird wohl dem Film in allen Städten beschieden sein, wo er gezeigt wird. Ein weiterer Beweis, daß die Paramount im Jahre 1962 nur Glück hat.

SHOWMANSHIP SPINS THE S H O W WORLD AROUND



WASHINGTON, D.C. - Here was indeed a novelty in bus advertising-card showmanship.

Every card in the bus was for "Forever My Love", and the twist made the action a conversation piece right throughout the nation's capital.



IPOH, Malaya - Hula dancer at the Kinta night club here plugged "Blue Hawaii" so effectively in song and dance at an 'Hawaiian Night' that the 'Night' was repeated a week later - and it all meant more business for the Presley film at the local Cathay Cinema.



KUALA LUMPUR, Malaya -- The candy counter of the Cathay Cinema here did a really 'sweet' job in making every patron conscious of the star-power of "My Geisha." Entire theatre was hung with Chinese lanterns, illuminated, of course.

DALLAS, Texas - "The Man Who Shot Liberty Valance" inspired a unique "Who Shot Whom?" contest being conducted by Interstate Theatres here in conjunction with Tom Thumb Supermarkets.

More than 250,000 entry blanks and imprinted grocery bags were distributed throughout the greater Dallas area to promote the contest in conjunction with the Palace Theatre opening of the John Ford film.

Rules of the contest require entrants to identify the men who shot such noted Western figures as Jesse James, Wild Bill Hickock, Bob Dalton, Belle Starr and Joe Younger. Free guest tickets to "The Man Who Shot Liberty Valance" were to go to the winners.



KARLSRUHE, Germany - A most tasteful department store window, and a card in the foreground, announce the 8th week of "Breakfast at Tiffany's" at the Studio 3 Kinema.



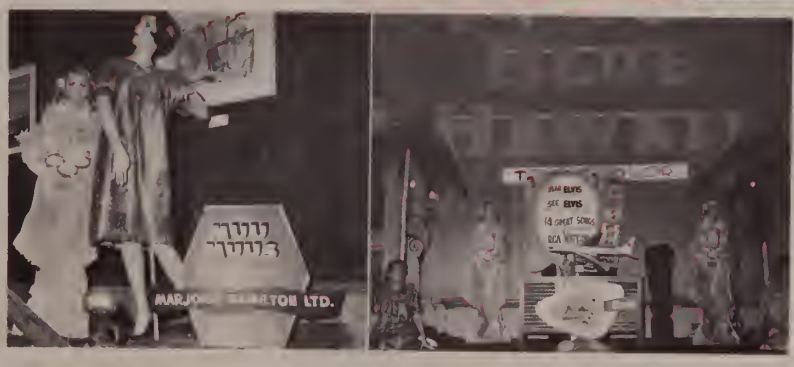
STOCKHOLM - Posters in the public telephone booths here made Shirley MacLaine's "My Geisha" an easy topic of polite conversation.

300 booths carried this attractive poster in all parts of the city.



RIGHT

VANCOUVER,B.C.,Canada - Two more phases of the strikingly effective showmanship campaign of Ivan Ackery, Orpheum Theatre manager, for "Blue Hawaii. Elsewhere we have reported that a top feature of Ackery's showmanship was a personally conducted (by him) tour of Hawaii. The two scenes shown here are in the Orpheum lobby, and the two 'live' ladies in the right-handed scene are Orpheum cashiers, decked out in Muu-Muus.



STOCKHOLM, Sweden - These comely young Swedish ladies, dressed as bridesmaids, distributed flowers to the ladies attending the first day's presentation of "The Pleasure of His Company" at the Palladium Theatre here. They certainly are charming representatives of the young people of Sweden.

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NEWS OF THE DIVISIONS OF PARAMOUNT PICTURES CORPORATION.....AUTOMETRIC CORPORATION; DOT RECORDS; K.T.L.A.-PARAMOUNT TELEVISION PRODUCTIONS; TALENT ASSOCIATES-PARAMOUNT LTD.; FAMOUS MUSIC CORP.



A dramatic depiction of Sir Laurence Olivier and an unnamed character player in "The Power and the Glory," which was produced by Talent Associates (now Talent Associates-Paramount Ltd) and being released outside of the U.S. and Canada by Paramount International Films, Inc.

KTLA NEWS WINS NATIONAL HEADLINERS AWARD FOR BEL AIR-HOLLYWOOD HILLS FIRE COVERAGE

K T L A is the only West Coast broadcaster among the 21 winners in the 28th annual awards of the National Headliners Club released on April 6th. From hundreds of entries, KTLA was the unanimous choice for "consistently outstanding local TV coverage of news events as exemplified by its coverage of the Bel Air-Hollywood Hills fire."

The plaque and silver medallion that goes to all winners will be accepted by S. L. Adler, vice-president and general manager of Paramount Television Productions, at the annual awards dinners, in Atlantic City, N.J.,on Saturday, May 5th. Attending the banquet with Adler will be Clete Roberts, KTLA's editor-in-chief.

On being notified of this high honor, Adler stated: "I am extremely proud of this award and the crew that worked so hard to earn it. The reporters, cameramen, engineers and others who risked their lives to cover this important story are worthy of the highest praise. This 'vote of excellence' belongs to them."

The National Headliners Club is comprised of leaders in all fields of news dissemination. In the past quarter-century more than 400 men and women, radio and TV stations, magazines and newspapers have received Headliner medals. Entries are evaluated by a select board of judges comprised of working members of all news media.

This award is the latest in a series of citations received by KTLA for its 27-hour live coverage of last November's disasterous fire. Commendations from California's Governor Brown, Los Angeles Mayor Yorty, The Los Angeles City Council, Los Angeles County Board of Supervisors, Department of Civil Defense and many other civic and industry bodies have been presented.

When the fire broke out, at 8:30 a.m. last November 6, KTLA's Telecopter was soon over the scene and transmitting words and live picture to Channel 5 viewers. Under the guidance of Clete Roberts, eight reporters, two live remote units and film crews were dispatched to the scene. Roberts himself spent some fifteen hours on the fire line, at one time actually inside a burning home, to give the KTLA audience the best possible report.

As soon as the enormity of the blaze was confirmed, Adler canceled all commercial programming and KTLA presented uninterrupted live coverage.

Although the National Headliners award is for KTLA's consistent news coverage, it was the Hollywood Hills fire telecast which provided the focal point.



'OSCAR' WINNERS

Arthur Israel, Jr., centre, chief executive officer of Famous Music Corporation, shares the spotlight with Henry Mancini, left, and Johnny Mercer during 'Oscar' night in Hollywood. Famous Music is publisher of "Moon River," the Academy-Award-winning song written by Mancini and Mercer, and the complete "Breakfast at Tiffany's" score, for which Mancini also won another 'Oscar.'

AUTOMETRIC



JAMES B. McGLINCHEY'S
30th YEAR AT PARAMOUNT

Jim McGlinchey was feted at New York City's Blue Ribbon Restaurant on March 30th in celebration of his thirtieth year with Paramount Pictures Corporation. Mr. McGlinchey is Building Supervisor at the 44th Street Data Reduction Laboratory (Autometric Corporation), which formerly housed the New York film exchange of Paramount.

Attending the luncheon were thirty members of the Data Reduction Lab, who presented a gift certificate and other tokens of their appreciation to the "white-haired gent," better known to everyone as "Mac."

AUTOMETRIC

K T L A PERSONNEL NOTES

Bonnie Gockel has joined the KTLA publicity staff, replacing Judy Morrow, resigned. Announcement was made by Bob Reagan, director of publicity. Miss Gockel comes to KTLA from Chicago, where she was a member of the WBBM-TV publicity staff.

Liz and Jerry Birdwell (he is KTLA's director of sales service), became the parents of a 7 lb., 1 oz. baby boy on April 11th. Ziven Scott Birdwell entered the world, under the direction of Dr. R.N.Stapelton, at Los Angeles' Kaiser Hospital. Mother and son both well --- and congratulations to the father, also!

Notes about some interesting news concerning Dot Records, a wholly-owned Paramount Division, appear in a box on the opposite page. Dot has become quite a power in the record world.

UN SACCO DI NOTIZIE... E TUTTE MOLTO BUONE

E' proprio vero che il 1962 sarà l'anno che vedrà assurgere a un nuovo zenit il prestigio della nostra Marca. Siamo infatti un'altra volta in piena era di grandi film di cassetta e ogni giorno che passa il programma di produzione che abbiamo dinanzi a noi sembra diventare sempre più interessante ed imponente. Ma c'è di più. Abbiamo anche nuovamente principiato ad assicurarci una forza di elementi artistici. Cosi' per esempio abbiamo scritturato John Wayne per un contratto di sei altri poderosi lavori, oltre HATARI! e THE MAN WHO SHOT LIBERTY VALANCE. Il produttore-regista Howard Hawks ci ha firmato un contratto per tre altri grandi film di cui il primo andrà in lavorazione di qui a due mesi. E lo Studio ha ripreso il sistema di preparare e lanciare nuovi talenti artistici affinchè il cinematografo possa fare assegnamento su un continuo gettito di attori e attrici di primo e secondo piano, nonchè di registi e produttori.

Anche per lo stesso Studio Paramount comincia, del resto, una nuova era di attività giacchè d'ora innanzi esso non si limiterà a produrre tutti i grandi film che ci occorrono, ma presterà altresì le proprie attrezzature e facilità ad altre Compagnie di film e produttori di televisione. Tutta questa attività supplementare che è stata affidata alla direzione di Y. Frank Freeman, vice-presidente della Paramount, rappresenterà naturalmente una nuova fonte di rendimento e consentirà al nostro Studio di sfruttare al massimo le proprie risorse.

Il mese scorso vi abbiamo informati lungamente sull'importantissimo viaggio d'affari fatto dal Presidente della Paramount International, signor James E. Perkins. Siccome questo viaggio si concluderà alla fine d'Aprile, anche in questo numero troverete notizie e illustrazioni in merito che stanno a dimostrare la magnifica e cordiale collaborazione prestata a Mr. Perkins in ciascuna tappa del suo giro. Questo mese, pure Mr. George Weltner ha raggiunto Mr. Perkins a Roma, come vedrete da quanto pubblichiamo in altra parte. Sono stati due importanti viaggi che, come avrete agio di constatare in avvenire, contribuiranno grandemente al progresso della Paramount International.

Alla fine del mese passato, mentre avevano luogo a New York diverse importanti visioni speciali di IL FALSO TRADITORE, William Holden ha fatto una visita a questa città per concedere alcune interviste e contribuire al lancio della pellicola. Questo simpatico attore, che è sempre pronto a dare la propria collaborazione, non ha mancato in tale occasione di esprimere il suo compiacimento all'idea di fare presto un altro film Paramount con Audrey Hepburn, e cioè TOGETHER IN PARIS che sarà girato prossimamente a Parigi. Tornando a IL FALSO TRADITORE, prendete nota che la prima mondiale di questo film ha avuto luogo a New York il 17 di questo mese, sotto gli auspici del Club della Stampa Estera. I proventi della serata sono stati interamente devoluti alla costruzione del nuovo immobile del suddetto Club a New York. Troverete in questo numero una relazione dettagliata di questo brillante evento che ha assicurato a questa grande pellicola un magnifico inizio la cui eco, siamo certi, si ripercuoterà man mano nel mondo intero.

L'annuncio che la Principessa di Monaco (ex Grace Kelly) interromperà provvisoriamente il suo ritiro dallo schermo per interpretare un altro film diretto da Alfred Hitchcock è stato per combinazione lanciato proprio al momento in cui la Paramount stava a sua volta lanciando la ripresa di LA FINESTRA SUL CORTILE diretto per noi da Hitchcock, con la Kelly e James Stewart. Il successo di questa ripresa a Londra è stato addirittura enorme, cosi pure in altre città, e non dubitiamo che lo stesso si ripeterà dovunque sarà presentata. Altra prova che il 1962 sarà un anno fortunato per la Paramount.



THE EVENING OF APRIL 23RD., "The Pigeon That Took Rome" was liberated from the coop and previewed in New York City to an audience that loved every moment of it. Above are the folks who, under Mel Shavelson's skilled direction, contributed their very best talents to the film. L to R: Baccaloni, Charlton Heston, Elsa Martinelli, Gabriella Pallotta and Harry Guardino.



ROME - Almost everything about "The Pigeon That Took Rome" produces merriment. Even this off-the-set conversation between Vieri Niccoli, Paramount publicity head, at left, and one of the Mel Shavelson film's co-stars, Harry Guardino.

The Film Daily says of THE MAN WHO SHOT LIBERTY VALANCE..... "...Has wit, excitement and appeal. Major box-office cast.....has qualities that should win it a wide, popular reception."

Dot Records* Notes!

Wink Martindale, who came to Dot as a ballad singer, and who won international fame, is now assistant director of artists and repertoire, and national director of promotion at Dot.

Billy Vaughan has won 3 goldisks for Dot Albums that passed the $1,000,000 mark at the manufacturer's level. This brought to 5 the number of Goldisks won by Dot. All of the albums were produced by Randy Wood, Dot president.

(*) Dot Records is a wholly-owned division of Paramount Pictures Corporation.

LONDON'S RE-RELEASE OF "REAR WINDOW" AT THE PLAZA PRODUCES BONANZA BUSINESS



The re-release of "Rear Window" at the Plaza Theatre, London, has been a resounding success. The familiar facade of the Plaza (shown at left) has announced many Paramount triumphs in the past, but few have been more gratifying than that of "Rear Window." For here we have the situation of a fine picture abundantly outgrossing the spectacular business registered by the film's original release 8 years ago.

Press Re-Reviews

Just as the picture itself has out-grossed its original release figures of 1954 at the Plaza, so the critics have surpassed their original comments in their 1962 re-reviews. Here are samples:

SUNDAY TIMES: "...A superb example of Hitchcock at his most frighteningly frugal. I can't see it too often."

SHOW PICTORIAL: "This revival only serves to emphasise Hitchcock's brilliance."

DAILY TELEGRAPH: "..Time has left this fine film quite untouched and what might be called 'the case of the invalid chair murder' remains well worth re-opening...."

THESE ARE JUST A FEW. THERE WERE MANY, MANY MORE.



The re-release of "Rear Window" was set for the Plaza Theatre many weeks before the story of the return of Grace Kelly to the screen became public news. The happenstance of both 'breaks' coinciding was one of those things that make show business exciting. And the London newspaper features, of which two out of more than a hundred are illustrated, added pounds, shillings and pence to the tinkling Plaza till.

WWWWWWWWWW

In Focus.....

Drawing a fine bead on the Plaza engagement we find these facts about the re-release of "Rear Window":

The first week's results outgrossed any Paramount re-release to date. Furthermore, this re-release engagement outgrossed, in its first week, the original first week of the 1954 engagement by almost Seven Hundred Pounds - a truly massive overage in a theatre the size of the Plaza.



This strikingly provocative advertisement was the keynote of the brand new campaign devised for the overseas re-release engagement of "Rear Window" by Armand Cardea, Paramount International's advertising and publicity director.

Early proofs of this campaign were rushed to London and proved to be the keynote of the showmanship which advertising and publicity manager Jack Upfold used to attract record-breaking attendances to the Plaza.

NEW YORK AND HOLLYWOOD PAY PRESS AND COMPANY TRIBUTE TO WILLIAM HOLDEN



HOLLYWOOD - Reunion here of four who had been together much during filming of "The Counterfeit Traitor" in Europe. Locale is the Paramount commissary at a luncheon honoring Bill Holden (right) and Eric Erickson (left) the man whose World War II exploits form the basis of the thrilling film. In centre are producer William Perlberg, left, and director George Seaton.



Very much interested in the out-of-picture conversation of another guest are Betty Furness and Bill Holden. Miss Furness, earlier a screen star, is now one of the nation's top television personalities. (Backdrop by courtesy of the Empire State Building).

RIGHT

NEW YORK - Eric Erickson (centre) being interviewed over WOR of the Mutual Network by Ed and Pegeen Fitzgerald. Subject: "The Counterfeit Traitor."

New York photos by ED SULLIVAN



A delightfully informal shot of Bill Holden and Paramount's vice president in charge of world sales, George Weltner.





Years of film success, business success and world activity have made William Holden a very poised international figure. Here he discusses past successes, present potentials and future plans with Paramount's president, Barney Balaban. Deeply interested in the conversation is Mrs. Balaban.



President Balaban makes a point which is listened to by top New York Times motion picture critic Bosley Crowther (left) and pondered upon by vice president and general sales manager Jerome Pickman. Subject under discussion was the marketing of "The Counterfeit Traitor."



Bill Holden, Bosley Crowther, of The New York Times, and Radie Harris, columnist of The Hollywood Reporter, are in gay spirits over an anecdote..... But who told it? And how did it apply to "The Counterfeit Traitor"?

###



She's not a scripter doing a 'soap opera' -- she's just Lana Turner in a sudsy scene from "Who's Got the Action .....?" putting the facts on paper for lawyer Eddie Albert, who is "mike-ing" a record at the same time..... This one's for the howls, the yocks, the snickers and the tee-hee's.



When "Malefices" (which will have a new title in U.S. and other English-speaking releases) was premiered in Paris, it played day-and-date in five Paris cinemas. These were the Paramount (shown at right), the Lutetia, Select, Mistral and Elysees. It was a thundering hit with both the picturegoers and the press.

"M A L E F I C E S" IS AN UPCOMING PARAMOUNT CHILLER OF TOP THRILL-IENCE





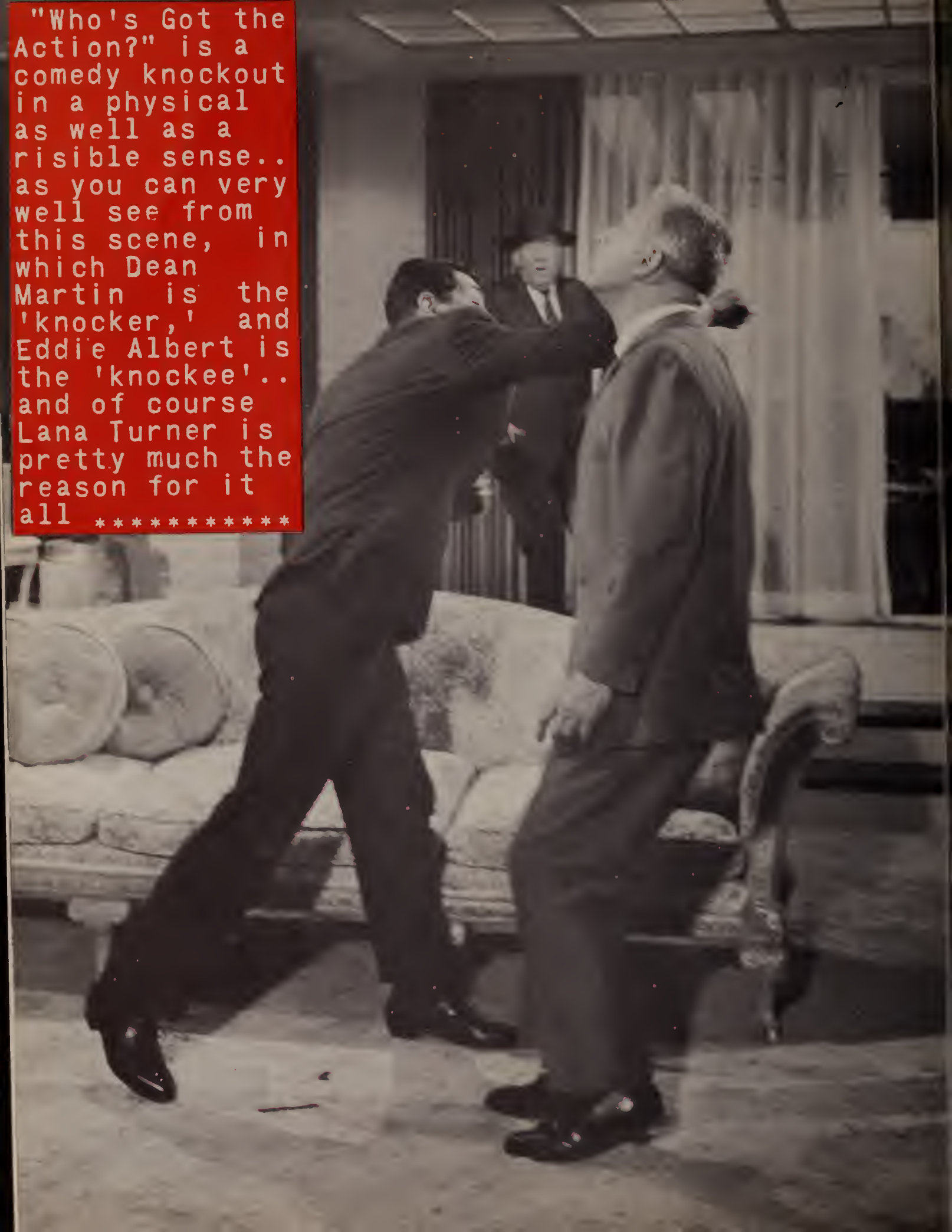
Another of the five cinemas to play "Malefices" day-and-date was the Elysees.



MALEFICES is a filmed-in-France thriller that is a Paramount release in all parts of the world. It will have another title given it in the near future. But here are some of the things that you should know about it: It has been made for thrills from a story by the writing team of Boileau-Narcejac, who gave us "Vertigo." It stars Juliette Greco, who is shown 'alive' above, and 'drowning' at the left. It will reach English-speaking audiences in English, and it has one of those stories that make you sorry that seats have sharp edges, because that's where you'll be sitting from the first scene to the last. Perhaps you'll recall that a few months ago we ran, in sequence, the highlight incidents of a tidal scene in this picture -- a scene in which a couple, engaged in an escapade that they should not be doing, were caught by an angry tide in a place where they should not have been. Well, the breathlessness of that sequence is but a fraction of what will surely be one of the most exciting films ever to be released by Paramount.....So that whether it be "Malefices," or whatever other title we give this nerve-tingler, you can be sure that it will be something to give audiences their money's worth. And plenty to talk about!



RIGHT
Eddie Constantine, American-born popular French singer (left) with Henri Decoin, the film's director.



"Who's Got the Action?" is a comedy knockout in a physical as well as a risible sense.. as you can very well see from this scene, in which Dean Martin is the 'knocker,' and Eddie Albert is the 'knockee'.. and of course Lana Turner is pretty much the reason for it all **********

Paramount WORLD
Volume 8, Numbers 6/7 June-July, 1962



Hatari!" Jeep Ride
or the Commuters!!

(see Page 2)

Star To Be?



LAUREL GOODWIN, shown here on the set of "Girls! Girls! Girls!" with director Norman Taurog, not only made good as Elvis Presley's leading lady in this picture,but has been assigned a leading role with Jackie Gleason in his forthcoming Paramount comedy,"Papa's Delicate Condition."

Perhaps the best news about this announcement is its confirmation of Paramount's policy of building up new talent.

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Vol. 8, Nos. 6 & 7 June-July, 1962 ALBERT DEANE, Editor

Prophetic picture



Many important events in our company's history have had a way of forecasting themselves, sometimes even years before. Such seems to have been the case with this picture of Mr. Balaban and Mr. Weltner, taken in February of 1955. This was the moment when the company's president advanced Mr. Weltner from his post as head of the international branch of the company and made him head of both the domestic and foreign operations. In short, head of world sales. And now, by direction of the board of directors of Paramount Pictures Corporation, Mr. Weltner has been elected executive vice president of Paramount, thus bringing into his sphere of executive activity all of the diversified ramifications of the Paramount organization, no matter in what part of the spinning globe which, shown here in miniature, revolves beneath the hands of both Mr. Balaban and Mr. Weltner, and which symbolizes the world-wide interests of Paramount Pictures Corporation.

John P. Brown, pictured on the page opposite, was on June 5th elected to the post of Assistant Treasurer of Paramount Pictures Corporation. He joined Paramount in January, 1962, coming to the company from General Dynamics Corporation, where he had been for 4 years. He graduated from St. John's University, Brooklyn, in 1949 with an Accountancy Major (B.B.A.). He also holds a Corporate Finance Major (M.B.A.), 1960, from New York University's Graduate School. He is a C.P.A., New York State; a member of the N.Y.State Society of C.P.A.'s and a member of the committee on state taxation; a member of the American Institute of C.P.A.'s, and a member of the Domestic Tax Committee of the Motion Picture Association of America. He served with the United States Army in the Pacific Theatre of Operations, 1944-46. He is married and has two children. In addition to his being with General Dynamics, he also was from 1950-58 with the C.P.A. organization of Arthur Young & Company.

The Cover...

The Tanganyika Jeep Ride -- created by the Willys Motor Company and introduced with the greatest success at this year's Automobile Show in Chicago - is presently a great public success in Pennsylvania Railroad Station in New York City. It is free, it is fun, and the line-up for rides is continuous. It is also one more proof of the fact that "Hatari!" is the one film that will disappoint nobody.

Cable News Is Terrific

Such a wealth of upbeat business reports. More on "Psycho" from India,with general manager K.S.Vaidyanathan turning 'verbal handsprings.' In Madras, all performances at the Minerva were sold out, and police called to handle crowds. At the Lighthouse in Calcutta it was the same story -- packed houses, tumbling records, perfect manifestation of the 'admissions' policy (which, incidentally, is being maintained around the world). Another of Mr. Vaidyanathan's cables tells of the spread of the "ex-PSYCHO-ment" to Rangoon, Burma, where the same wonderful success story is making exhibitors happier than they have been for a long while.....From Zurich, Starfilm's Jules Gendre reports wonderful business registered by "My Geisha" at the Rex, with excellent press and public reaction, and fine business at the Capitol, Berne, also.

GEORGE WELTNER ELECTED EXECUTIVE VICE PRESIDENT: PAUL RAIBOURN ELECTED SENIOR VICE PRESIDENT, PARAMOUNT PICTURES



PAUL RAIBOURN



GEORGE WELTNER

The election by the board of directors of Paramount Pictures Corporation of George Weltner as executive vice president and Paul Raibourn as senior vice president was announced on June 5th by Barney Balaban, president.

At the same time the board, at a meeting following the company's annual stockholders' meeting, named John P. Brown assistant treasurer and reelected all other officers of the company.

These officers included Mr. Balaban, president; Adolph Zukor, chairman of the board; Edwin L. Weisl, chairman of the executive committee; Y.Frank Freeman, Jacob H. Karp, Randolph C.Wood, Louis A. Novins, vice presidents; James H.Richardson, treasurer; Arthur Israel,Jr., Russell Holman, and Bernard Donnenfeld, assistant secretaries; and Joseph P. Fryer, comptroller.

MR. WELTNER, who joined Paramount 40 years ago upon his graduation from Columbia University, was formerly Paramount's vice president in charge of world sales. He is also a director of the company. Prior to his appointment in 1955 as vice president in charge of world sales, Mr. Weltner was president of Paramount International Films, Inc.

MR. RAIBOURN, also a director of the company, has been associated with Paramount since 1921 in various executive capacities. In recent years as vice president of the corporation his duties have included supervision of budgets and planning and all of the company's interests in television, electronics and related fields. Mr. Raibourn is also secretary of the corporation, a post to which he was reelected on June 5th.



John P.Brown,
who has been named Assistant Treasurer of Paramount Pictures Corporation.

(A career sketch of Mr. Brown appears on the opposite page)

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INTERNATIONAL EVENTS OF TOP IMPORTANCE

ROME - Paramount Films of Italy, Inc., and the Italian production-distribution organization, Lux Films, have completed an amalgamation of their distribution activities in Italy. The new operation became effective as of June 1st. In all other respects, both organizations have retained their corporate identities.

Photo above, made in New York City during preliminary negotiations, shows Renato Gualino (left), executive vice president of Lux Films, and James E. Perkins, president of Paramount International Films, Inc. Standing: Pilade Levi, general manager of Paramount Films of Italy, Inc.

A Salute from the Heart to A. L. P.



MEXICO CITY - Arthur L. Pratchett, who began a career in the film industry in 1910, and who joined the Paramount organization in 1926, to become eventually Latin American division manager, retired from the company on June 1st. and was feted by the industry here. Paramount International president James E.Perkins flew from New York to attend the funotion.

Shown above, at the cocktail hour, L to R: Gabriel Alarcon, Gabriel Alarcon,Jr., Carlos Niebla (MGM), Mr. Pratchett, Mr. Perkins, Quirino Rocha, general manager, Operadora de Teatros; Manuel Espinosa Iglesias, president, Bank of Commerce.

Mr. Pratchett, who will be 79 in August, is remaining active by entering another business outside of the film industry.

MOTION PICTURE DAILY

Friday, June 15, 1962

EDITORIAL . . . . . .

Rewards at Paramount

. . . . . ***By Sherwin Kane***

THE RECENT appointments of George Weltner as executive vice president of Paramount Pictures Corp., and Paul Raibourn as senior vice president, are being hailed in the industry as extremely well-merited recognition of the high order of capabilities of these two widely experienced executives, each of whom has a record of 40 years with the company.

Although both have held key posts in Paramount operations for years, the new appointments give even greater range and responsibility to each, and reflect planning for the future by president Barney Balaban and the Paramount board of directors.

•

Weltner is now second to Balaban in the operation of the company.

Associated with Paramount since his graduation from Columbia University, today his is one of the broadest fields of experience in the industry. He has served in key posts for Paramount both here and overseas, and is recognized throughout the industry as a resourceful business executive and keen analyst of industry conditions.

In the face of the challenges of today's changing industry and its increasing competitive forces, Weltner's wealth of experience inevitably must prove a source of strength in his new management post.

•

Surely, Edwin Weisl, chairman of Paramount's executive committee, echoed the sentiments of everyone in the industry who has had the privilege of knowing George Weltner when he told the company's stockholders at their annual meeting recently that "Mr. Weltner is one of our most faithful and capable executive employes. He not only is a great sales manager, but he is also a wonderful organizer and a wonderful executive."

Praise, indeed, from one who himself has been in an unrivalled position over the past quarter century to observe and appraise the accomplished members of Paramount's management group.

•

Raibourn, too, is recognized inside and outside the industry as a master of finance and an authority in electronic and technological areas.

As vice president in charge of budgets and financing, he was one of the prime movers in establishing and maintaining the company in the strong financial position it has occupied for years.

Highly versed in science and engineering, he also has led Paramount into new and productive fields, as exemplified by its interests in Telemeter, Autometric and color television operations.

The full significance of the latter to the future of the company remains to be measured. It could be one of the most rewarding in the long and remarkable history of Paramount.

"Motion Picture Daily" joins the industry in congratulating Weltner and Raibourn on the signally well-deserved recognition accorded them, and congratulates Paramount on its possession of such outstanding executive manpower as the two exemplify.

"WHO'S GOT THE ACTION?" ...PARAMOUNT'S GOT THE 'ACTION' IN THE FASTEST AND ZIPPIEST COMEDY IN YEARS

As a gay and wonderful note ushering in the month of June, the cable below was sent to Paramount International's division managers throughout the world:

To F.E.Hutchinson in London, J.B.Nathan in Paris, A.Henriksen in Tokyo, H.B.Gordon in Mexico City, and L.Graham in Sydney.

Is it any wonder that it made them all very happy!

AT SNEAK PREVIEW LAST NIGHT WE SAW A BRILLIANT, BEAUTIFULLY DIRECTED PRODUCTION, WITH A CAST THAT MADE ENORMOUS CHEMISTRY, LAVISHLY PRODUCED, RESULTING IN ONE OF THE SLICKEST COMEDIES THAT WE HAVE SEEN FOR A VERY LONG TIME. WE REFER TO JACK ROSE'S PRODUCTION "WHO'S GOT THE ACTION?" STARRING DEAN MARTIN AND LANA TURNER

WELTNER PERKINS





Much of the time when Dean was all right, Lana was all-write.

NEWS FROM THE U. S. SECTOR



In this scene from "The Pigeon That Took Rome," Charlton Heston passes by Gabriella Pallotta and Harry Guardino as though nothing had happened, was happening, or was about to Happen. It helps make for darned good fun in one of the jolliest Paramount films in quite a few years.

On June 14th, "The Pigeon That Took Rome" was again 'sneak'-previewed in New York City, this time at Loew's Sheridan Square. And again the fact was punchily registered that in this Mel Shavelson comedy we have one of the funniest pictures Paramount has ever released.



KUALA LUMPUR, Malaya: Driving along the well-ordered roads of this part of the world recently, it was not unusual to 'Shirley MacLaines' thirty feet high among the cocoanut palms, decorously announcing a film called "My Geisha."

PHILADELPHIA Evelyn Moore, former PBX operator, retired this month after many, many years with Paramount. Evelyn was with the company 38 years on May 19th. Our best wishes go with Evelyn, and she will be missed by everyone in the branch.

We have settled down in our new branch quarters and are going all out to make this year's Paramount Weeks the best in the history of Philadelphia.

Branch also welcomes new employee Jacqueline Patrizzi. We feel sure Jacqueline will like being among us.

All of the gal employees attended a shower for Nancy Tideken, who will be married in the fall. The gals had quite an experience making the tour to Nancy's home in New Jersey.

- John Kane

ATLANTA We are still thrilled over the impact of the glowing sales meeting Mr. Owen held in this office on June 12th. To call it merely a sales meeting is the understatement of the year, for it was not alone the news that the Eastern sales manager brought us, but the inimitable way in which he delivered it. And he gave us not alone the product news, both present and future, but the factual realities of the business we are in. Even more specifically, he detailed just where and what Paramount is in the motion picture business of this day and age; the part that the company is playing, as well as the part that we all must play as individuals in keeping Paramount forward-moving in today's wholly realistic world.

Over the years we have known Hugh Owen in all of the 'climates' in which our company has found itself. We have a deep and abiding affection for him, and above all, a profound faith in his words, his declarations and his promises. He has brought many messages to us and we believe that he has always found us as responsive as it was within our power to be.

But somehow or other we feel that this new one was just 'the greatest,' and so this message is from all of the Atlanta branch to say, with more sincerity, more emphasis and more sureness than at any other time in the branch's history, that Atlanta will really and positively deliver <u>everything</u> expected of it -- and of us.

-W. R. Word, Jr.

AT SEA OFF OAHU - This is part of the crew of cameramen that filmed "Girls! Girls! Girls!" off the coast of Hawaii. Chief cameraman Loyal Griggs is at the extreme left, and director Norman Taurog is seated, hatless, in the centre rear. Star Elvis Presley was out of camera range -- but the rugged mountains of Hawaii were not.





HOLLYWOOD - Silent screen star Corinne Griffith keeps a Paramount lunch date for discussions on her book, "Papa's Delicate Condition," which will be filmed at the studio by, left to right: George Marshall, the director; Martin Rackin, executive in charge of production, and Jack Rose, the producer, who will also write the screenplay. Jackie Gleason will star as "Papa."



FIVE TIMES NORMAL BUSINESS

That's what "Shane" did in its latest re-release engagement in Japan --- five times the business of the average American release.

The poster above (with the Paramount trade mark), outside the Yurakucho railway station in Tokyo was but one of hundreds of phases of the intense publicity and sales campaign which brought such overwhelming success to this re-release of a timeless, wonderful motion picture.

The showmanship campaign of publicity manager T. Komaki is one of the most comprehensive and inspiring we have ever seen on any picture, in any country, and certainly contributed very materially to the success of "Shane" in this newest release.

"HATARI!" CAMPAIGN WILL MARK AN INDUSTRY SHOWMANSHIP MILESTONE

Paramount showmanship was never more active, and diversified, than it is right now in the case of "Hatari!" This great, great motion picture is in the process of being given to the world with such eclat, zip and zing that we have not seen in a long while. You will find "Hatari!" showmanship news spread right through this issue.

NU FUNNU NA KUNDU

This is the spelling of Red Buttons' name in Swahili, the native language of Tanganyika, the African territory where "Hatari!" was filmed.

Note that the first three letters of the second word spell FUN, an element which is synonymous with Mr.Buttons.



NEW YORK - This is the "'Hatari' Hat" designed especially by the millinery world's eminent "Mr. John," and inspired by the Howard Hawks production. It will be featured at the July millinery show here and will be seen by at least 750 fashion editors from all parts of the world. Also, it is being worn by Elsa Martinelli on the "Hatari!" Safari across the nation. Tie-up was arranged by Paula Fraser of Paramount's showmanship department and the model wearing the hat in our picture is Dale Feinberg, secretary to Saul Cooper, national publicity coordinator.



John Wayne reminiscing on "Hatari!" with a group of West Coast exhibitors and Paramount sales representatives at the showmanship meeting on the film in the studio's main projection room. West Coast division manager Neal East is at the far right rear.

BELOW

NEW YORK - Red Buttons, at lower right, demonstrates that "Hatari!" is great fun for the youngsters also, as he prepares to lead a New York Boys Club 'safari' to the Tanganyika Jeep Ride in Pennsylvania Station. (see cover for another picture).

F L A S H!

...and we do mean Flash! Word is just in on the premieres of Howard Hawks' mighty please-the-public thriller at the Paramount in San Francisco, and the Egyptian in Los Angeles.

WHOOPEE*E*E*E*E*E*E*
HATARI*E*E*E*E*E*E



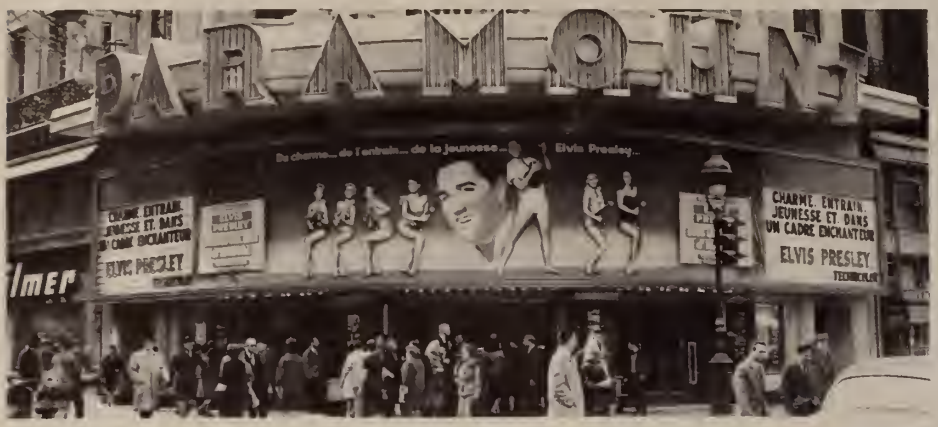
(More on Page 30)



Debbie Reynolds and the 'six loves' of her "My Six Loves" - seven if you count the great big lovable 'mutt' at the left. The six are: Billy Hughes, Colleen Peters, Sally Smith, Barry Livingston, Debbie Price and Teddy Eccles.



"The Pigeon That Took Rome" Did It for Laughs!



PARIS - The gay front of Le Paramount for "Blue Hawaii" seems to have been prophetic insofar as the title of the next Presley film ("Girls! Girls! Girls!") is concerned. As is now traditional, the theatre's display was one of those things to be really seen by the city's picturegoing public.

The Southern California Motion Picture Council has presented Paramount with an Award of Merit for the Perlberg-Seaton production, "The Counterfeit Traitor." Presentation was made by Mrs. William A. Burk, president of the Council, at the monthly meeting held at the Assistance League.

Classified by the Council as "an artistic triumph for intelligent youth and adult audiences," the summation lauded producer William Perlberg and director-writer George Seaton for excellence of production, direction and writing.



CAIRO, Egypt - Radio Theatre's massive display format is undergoing an interesting variation these days. Here's the conception that was devised for "Summer and Smoke." And very effective it proved to be.

A theory is an educated hunch.
-Arnold Glasgow



PARIS - And here is the front of the Lutetia, one of the four Paris cinemas releasing "Under the Blue Sky of Hawaii" day-and-date. The other two cinemas were the Select-Pathe and the Elysees-Cinema.

PARAMOUNT FERA POUR "HATARI!", LA PLUS IMPORTANTE CAMPAGNE PUBLICITAIRE DE TOUTE SON HISTOIRE.

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Au moment où vous recevrez ce numéro, la production d'Howard Hawks "Hatari !" qui sortira aux Etats-Unis aura recueilli l'approbation unanime des spectateurs américains. (A l'étranger, à une ou deux exceptions près, ce film ne sera présenté qu'au début 1963 afin de profiter au maximum de toute la publicité déjà faite.) La sortie américaine marquera le point culminant de la plus grande campagne de publicité que Paramount ait jamais faite. Vous en avez déjà eu un aperçu dans les deux derniers numéros de Paramount World et vous trouverez encore de plus amples renseignements dans ce numéro. En outre, le service de publicité et de lancement de Paramount International à New-York fait en sorte que tout le matériel de publicité disponible et valable soit envoyé à tous les services Paramount à travers le monde.

Un des films les plus drôles ayant jamais paru sous la marque Paramount a été projeté en privé à New-York le dernier jour de Mai. Son titre : "Who's got the action ?" et ses vedettes : Dean Martin, Lana Turner et Eddie Albert. C'est une comédie qui se passe dans le milieu des courses et dont le sujet décrit les plans qu'échafaude une femme aimante pour guérir son mari de la fièvre des paris. C'est le brillant début au sein de la Société de ces comédies modernes qui remportent un tel succès auprès du public. Ce film sortira à la fin 1962 aux Etats-Unis et on peut le considérer dès maintenant comme l'un des films champions de l'an prochain.

Le mois dernier, M. James E. Perkins, président de Paramount International, s'est rendu à Mexico pour assister au déjeuner donné en l'honneur de M. Arthur L. Pratchett qui prend sa retraite. On sait que M. A.L.Pratchett a été un membre actif de Paramount pendant de nombreuses années. Nous avons dans ce numéro des photos de cette cérémonie et de l'hommage rendu à cet homme qui a si magnifiquement participé au progrès de notre compagnie en Amérique Latine.

Paramount est de nouveau établie à son propre compte au Canada. L'association d'un an et demi avec les films Columbia, sous le nom d'Affiliated Corp. Ltd., a été dissoute d'un commun accord et Paramount Film Service a recommencé à fonctionner seul.

La mention ci-dessus au sujet de "Who's got the actioh ?" nous permet d'insister sur l'importance que nous accorderons à la sortie des comédies qui sortiront à la fin de 1962. La date de sortie de "Ma Geisha" est fixé ; ce film qui a remporté le succès que vous savez dans le monde, battra certainement les records de recettes aux Etats-Unis. Puis les trois grands films du second semestre de l'année seront : "The Pigeon that took Rome",



DUSSELDORF - This carrier-van display was contributing factor in the great national success of "My Geisha," since counterparts of the vehicle carried word of the Shirley MacLaine comedy into all parts of the country.

aveo Charlton, Elsa Martinelli et d'autres excellents acteurs, "It's only money" avec Jerry Lewis, plus drôle que jamais, et dirigé par un autre metteur en scène que lui-même, et bien sûr, inclus dans ce trio, le film d'Elvis Presley "Girls ! Girls ! Girls !" dans lequel Hal Wallis nous donne le plus gai, le plus joyeux et le meilleur film de Presley à ce jour. Vous trouverez dans ce numéro des photos de ces trois films que nous avons passées à bon escient.

"Fire-away", le court métrage Paramount sur la vie d'un cheval de course a été l'objet de plusieurs premières enthousiastes aux Etats-Unis. Ce film est manifestement l'un des meilleurs courts métrages que nous ayons jamais distribués. C'est le genre de film qui devrait faire l'unanimité dans le monde.

INTERESTING GLIMPSES OF SHOW BUSINESS IN CONTINENTAL EUROPE



VIENNA - Some of the prominent personalities concerned with the enormously successful singing contest promoted in the interests of "Blue Hawaii." (Details on Page 33). Left to right: Bandleader Fatty George, in whose House of Jazz the contest was staged; Miss Renate Lupant, winner of one of the early rounds; MC Walter Scherling; Austrian international footballer Hanz Buzek; Israel's singing star Carmela Corren; AFEX (Paramount) publicity manager Hans Menasse.



STOCKHOLM - The Swedish Elvis Presley Fan Club's members are as young and enthusiastic as are to be found anywhere in the world. Here are some of them at the premiere of "Blue Hawaii" at the Olympia Theatre, bearing signs that read: "We like Elvis," "Elvis is the Best," "Elvis is the Top of Everything," "Elvis is Funny, Swinging, Charming and Nice." The fans of course received Elvis photographs from the management of the Olympia, and also from the Alcazar, which released "Blue Hawaii" day-and-date.



CAIRO, Egypt - Management of the Radio Cinema - and the picturegoing public of this city - were definitely intrigued by the idea of Jerry Lewis being so completely surrounded by attractive women in "Ladies' Man." And they showed their spirit of intrigue in this very effective display.



BEIRUT, Lebanon - This section of the lobby of the Colisee Cinema certainly had plenty of attention focussed on both Elvis Presley and "Blue Hawaii" when the Hal Wallis production was a highly successful attraction at the well known theatre.



LISBON - This city's great Imperio Theatre continues to fascinate us with the towering effectiveness of its front-of-house displays. Here is indeed a magnificent one for Shirley MacLaine's "My Geisha."

RIGHT

LISBON - As part of its very spectacular front-of-house display for "My Geisha," the noted Imperio Cinema decorated all of the entrance doors in the highly artistic Japanese fashion shown here. And within the theatre itself there was a great deal of similar artistry displayed, all of which created much favorable notice in the film's interests.



Views of a Glamorous Premiere



TOKYO - Shirley MacLaine and Yves Montand flew at very short notice to attend the premiere of "My Geisha" at the Scala-za here on May 23rd. They are shown arriving happily at the theatre. Premiere was sponsored by the Japan Animal Welfare Society.



Prince Yoshi is shaking hands with Mr. Montand. Others in the picture, left to right: Mrs. Uriu, director of JAWS; Shirley MacLaine; Steve Parker, Shirley's husband and producer of "My Geisha"; and Mr. P.R.Gaine, chairman of JAWS.



Shirley is shown addressing the audience in Japanese, quite un-fazed by the battery of cameramen. Yves Montand is standing in back of her, readying his lines of Japanese. The picture was a huge success and received a wonderful press, with special praise for Shirley's performance.

Nobuo Metori



Nobuo Metori is with us no more!

One of the truly great figures of Paramount's international echelon has gone from our midst, and he has left a train of sorrow with his passing. He died in Tokyo on June 16.

It would be a seemingly impossible task to top the gentle, astute pillar of integrity and dedication that Nobuo Metori was in his every waking moment. If ever a man lived and breathed and served the company he worked for, that man was our late head of our organization in Japan. In his country, no man in any business enjoyed a higher measure of respect and esteem.

He was 58 years of age, and his humble beginning with Paramount thirty years ago was as accountant at the Hogaku-Za Theatre, Tokyo, (now known as the Piccadilly), then one of the Paramount chain of theatres in Japan. In 1934 he became chief accountant of Paramount Films, Limited, in Tokyo, which post he held until the war.

During the war, his Government assigned him to set up motion picture distribution in Asia. At the conclusion of hostilities, he served with the Central Motion Picture Exchange, a combined operation of American motion picture companies set up by the MPEA.

When Paramount resumed operations in Japan in 1952, Mr. Metori returned as general manager. At the time of his death, he was vice president and general manager of Paramount Pictures, Limited.

The last time he visited the U.S. was in November, 1961. He was ill at that time, yet nothing swerved him from his dedicated objective of carrying back to his organization every possible aid in having his co-workers retain Paramount's position of supremacy among the foreign companies operating in Japan.

He is survived by his wife and two sons, to whom we extend our deepest sorrow.



PAUL NEWMAN is the star of "Hud Bannon," now nearing completion on location in Texas. Melvyn Douglas, Patricia Neal and Brandon De Wilde lend notable support.



The climactic Easter Dinner scene, when the actual "Pigeon That Took Rome" is the only bird missing from the great family festive board ---- a board that could have been much more festive but for reasons that audiences are going to delight in.

MORE ABOUT "THE PIGEON THAT TOOK ROME" - A 4-FEATHER FUNFILM.....

Preview audiences, impartial critics, company staff members, film fans picked at random and trade paper reporters - to say nothing of a host of hard-shell exhibitors - have proclaimed "The Pigeon That Took Rome" to be one of the most refreshingly funny pictures of the past five years.



The articulate Marietto, a popular sensation in "It Started In Naples," carries his thespian triumphs several steps forward in "The Pigeon That Took Rome." What a boy!





Opera's Baccaloni, as the father, and American army officer Charlton Heston, in disguise, take a hazardous walk to plot new strategy.



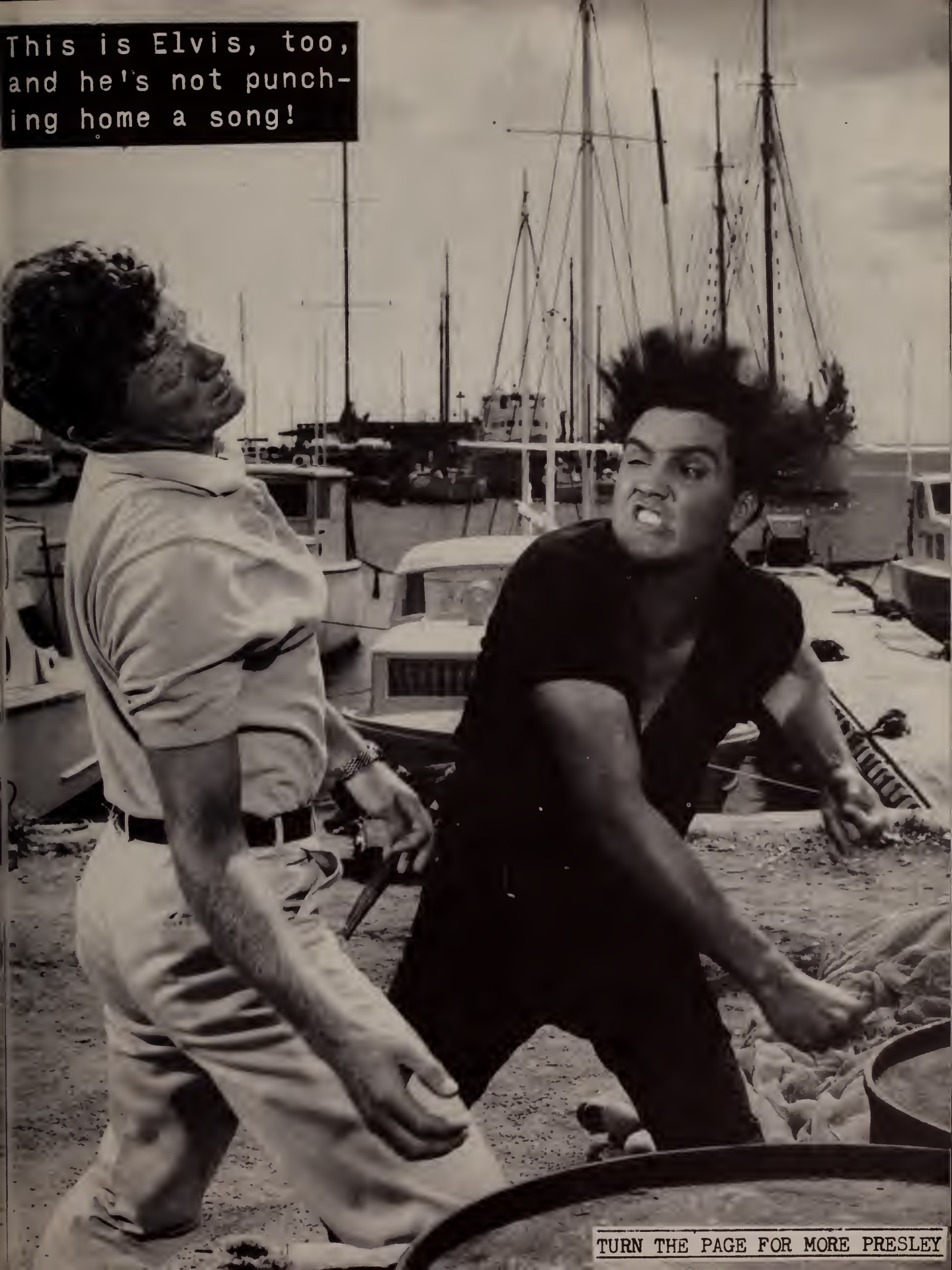
Four of the principals of "The Pigeon That Took Rome" in a domestic scene which has much more significance than is simply indicated at top. The players, L to R: Charlton Heston, Harry Guardino, Gabriella Pallotta and Elsa Martinelli.

Not often enough does one see Charlton Heston as a comedian. This picture provides the versatile Charlton with a number of rememberable opportunities, one of which, beside a renowned fountain, is shown above.

BELOW

Another of the hilarious Italian domestic scenes that producer-director Mel Shavelson has woven into this priceless comedy. Featured here are Martinelli, Baccaloni and Marietto.





TURN THE PAGE FOR MORE PRESLEY



Yachting, motorboating, deep-sea fishing, fighting, singing and double-crossing are but a few of the activities that make "Girls! Girls! Girls!" the most interesting, alluring and provocative of all of the Elvis Presley musical romances to date. All of this in glowing Technicolor --- that's really something!

"GIRLS" WOULD ORDINARILY BE SUFFICIENT, BUT HERE ARE "GIRLS! GIRLS! GIRLS!"



Jeremy Slate and Laurel Goodwin prove to be two of the most powerful influences in the life of Elvis Presley in "Girls! Girls! Girls!" Jeremy is a conflicting influence, punch-wise; Laurel is an afflicting interest, heart-wise.





One of the "girls" -- and a female, fetching, feminine one at that, is Stella Stevens.....as delectable a platter of pulchritude as Elvis has faced in any and all of his musical films.

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Like most folks with a real yen for each other, the characters portrayed by Elvis and Laurel in this rollicking film do a powerful lot of arguing and scrapping -- but it all comes out okay in that best-of-all clinchers -- the fade-out.

Paramount is an organization with perhaps a better-than-average muster of fisherman --- so getting exhibitors interested in this Hal Wallis marine romance should be a cinch.



MORE "MONEY" NEWS OVERPAGE

IF "IT'S ONLY MONEY," HOW ABOUT GIVING IT EVERYTHING YOU'VE GOT?



JERRY LEWIS never stands on ceremony (in his pictures) when he wants to get one person from this place to that. And so it is with his 'transportation problem' involving attractive Pat Dahl. How do we know she's attractive? Well, just take a look at those shoes she's wearing -- and that hair-do.



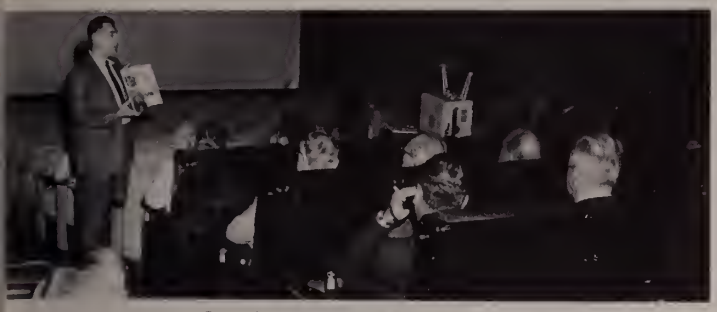
IT'S ONLY MONEY deals with the ancestors of the character that Jerry plays -- and from the look on the face of Jerry, it appears that he's on the right tracks. Not just one track, but a flock of them.



LEFT

And since our hero in this full-bodied spoof on ancestry is so interested in forebears, it looks from this post-nuptial picture as though he is about to begin a family tree of his own. Joan O'Brien is the lovely who unwittingly promised to love, honor and o-baby.

INTERESTING FILM EVENTS IN THE U.S. AND CANADA



HOLLYWOOD - Studio publicity manager Herb Steinberg presenting the showmanship campaign on the mighty "Hatari!" to West Coast exhibitors and distribution representatives.

HOLLYWOOD - Former screen star Corinne Griffith (and now a very successful author), appends her signature to a copy of her newest book, "Antiques I Have Known," for Jackie Gleason, who is starring in the picturization of her book on her father's life,"Papa's Delicate Condition."





NEW YORK - Shown L to R at the Overseas Press Club showmanship and merchandising presentation of the "Hatari!" campaign - Joseph Friedman, assistant director of national advertising, publicity and exploitation; Herbert Steinberg, studio publicity head who came to New York for this and other meetings; Martin Davis,national director of advertising, publicity and exploitation; Gene Arneel,of Variety, and Martin Starr of Harrison's Reports.



HOLLYWOOD - Notables at the studio press luncheon marking the start of Jack Rose's production of "Papa's Delicate Condition," from the book by silent screen star, Corinne Griffith. Seated are - Miss Griffith, the film's star, Jackie Gleason, and Linda Bruhl, seven-year-old who will play Miss Griffith as a child in the story of her father's life. Standing: Jack Karp, head of the studio, and Jack Rose, producer.



HOLLYWOOD - A fully-represented executive studio luncheon was given in honor of Luigi Zaccardi on the occasion of his visit there from Rome, where he is the studio's official representative. Shown above is a section of the gathering, and those pictured, L to R, are: William Stinson, producer Mel Shavelson, Mr. Zaccardi, vice-president and studio head Jack Karp, and Paramount Pictures treasurer James H. Richardson.



HOLLYWOOD - At left, and second from the right, are the Akhavan Brothers, prominent exhibitors in Teheran, Iran, who were guests at a luncheon in the Paramount Studio. Others, reading L to R: Jack Karp, vice-president and head of the studio; Al Manuel; and Y. Frank Freeman, vice-president and production executive in charge of outside producers.

HOLLYWOOD - Academy Award-winning costume designer Edith Head adjusts the bow of seven-year-old Linda Bruhl, who has been cast as Corinne Griffith as a girl in "Papa's Delicate Condition" (see details at left). Miss Head will also design the clothes for Linda.



Everywhere that "Fire Away".....

Is playing in the U. S. A.....

Folks are saying "It's the Most!".....

"Leaves all others at the Post!"

SHORT FEATURES TO PLAY A GROWINGLY IMPORTANT PART IN PARAMOUNT'S 1962-1963 PROGRESS PROGRAMME *****

Highly Diversified and Fascinating Programme of Short Features for 1962-63

****

The programme of Paramount short features for 1962/63, known officially as A-22, is being planned as one of the most interesting and diversified line-ups in the long history of our short subjects.

Heading the aggregation will be three two-reelers in the tradition of "Boats A'Poppin'" and "Fire Away." Titles and themes of these will be announced shortly.

Then there will be six "Sports In Action," each subject devoted to an individualized national sport of one of the world's top countries.

A new category will be titled "Paramount High Toppers." There will be five of these subjects, and their range will cover items and themes of outstanding interest from all over the world.

Single reel cartoons will number 20, and here also the subject matter will be highly diversified. And in the "Popeye" area, six of the best of the Popeye subjects will be re-released as "Popeye Champions."

Yet to be released in the 1961/62 group is the two-reel subject, "Journey To Understanding." This is a true, round-the-world subject, filmed in more than 20 countries, and made by the maker of "Boats A' Poppin'." It is presently set for October release.

It is expected that all of the short features will be in color.



14A COLUMBUS STAR MAY 26, 1962

GARRY, TROTTER AND FRIEND

Trotter Kid Eyes Career in Racing

Scioto Downs and the U.S Trotting Association have a great ambassador of harness racing in town this week.

He's a shy lad of 18, carries the dignity of an adult, knows horses, talks to horses and has starred in a movie.

In a press preview Monday night at the Deshler Hilton, Garry Kazmaier who alternates between home at Far Hills, N.J., and Saratoga, N.Y., gave private interviews and left one with the fresh feeling that there's no juvenile delinquency anywhere, anyplace.

Later guests saw him on the screen in a featurette, "Fire Away," which opens Thursday under the auspices of the USTA and Scioto Downs at the RKO Palace, teemed with the opening of the Downs June 1.

Garry's own saga is even better than the short movie because it covers a longer pattern of years.

He began with ponies and westerns at 5. Summering at the family farm at Saratoga Springs, 10 minutes from the Raceway, attracted him to trotters. He drove his first mare the night of graduation and won but it meant getting his diploma in absentia.

GARRY admits: "I used to think I wanted to be a jockey, but I got too big. Anyway, I believe there's more of a future in harness horses than flat racing. Any horse can run but to put them to trotting isn't always easy."

He knows. He is the owner of five now and three will be racing this year, but his initiation to the track was hard.

"I had been working with Lavonne," he relates, "Lavonne Hanover. She was a problem to train but I was quite fortunate later. The first day I drove her it took seven men to get her to the track. She broke three kicking straps in a half mile. In the next race Lavonne had an accident. She overpaced herself and went down on her nose at the turn. I landed on my feet but she was out for two months. Stanley Dancer he's the greatest, won two races with Adios. He came to the barn and gave me confidence. I'm lucky to get started so young."

It was Lavonne that brought him his first win. He had six wins last year, four on the matinee track.

"COLLEGE?" he answers. "I'm putting it off for awhile. This is my college education. You have to stick to it and do it right. The USTA is doing so much for the sport that a lot more young fellows are getting into it."

The movie, "Fire Away," was an act of fate. Garry describes his initiation to filmdom:

"Paramount brought actors from Hollywood and New York to Saratoga. They worked around for awhile and decided it was easier to make an actor out of a driver than a driver out of an actor. They saw me on the track and that was it,

Garry Kazmaier is no hot-rodder.

He says: "Sulkies cost $350 apiece. I'm saving speed for the race track."—M.J.

RIGHT

This story, from the Columbus (O) Star, is typical of the press attention that "Fire Away" is receiving across the nation. So far as exhibitors are concerned, scores are reporting the popular appeal that this 2-reeler is registering with their patrons, who are asking for "more of the same."

Paramount already has four more 2-reelers on the upcoming programme, as reported above.



NEW YORK - Morton Segal (above) has been promoted to assistant publicity manager of Paramount Pictures, it was announced by Hy Hollinger, publicity manager. Segal joined Paramount one year ago as national newspaper and syndicate contact.



NEW YORK - H. A. Class, Paramount branch manager in Liverpool, England, was a visitor to Home Office here late in May. Mr. Class, who already has rounded out 46 years of continuous Paramount service, was in the U.S. on a vacation visit to members of his family here.



SINGAPORE - Visiting the Paramount office here on her journey around the world, Rita Moreno poses beside a poster for the Hal Wallis production, "Summer and Smoke," in which she has a featured role.



LONDON - Paramount's Jack Upfold, left, general manager of publicity in the United Kingdom, discusses the promotion of "Hatari!" with Henry Mancini, composer of the brilliant score for the Howard Hawks epic. Mancini, who also composed the score for "Breakfast at Tiffany's," was on a vacation in Europe, and this picture was taken at a Paramount-RCA reception held in London.

INTERNATIONAL PERSONALITIES IN PARAMOUNT CINEMA EVENTS



HOLLYWOOD - Corinne Griffith, famous star of the silent screen, as she appeared at a recent Paramount studio luncheon that marked the start of the film version of her novel, "Papa's Delicate Condition."



AUDREY HEPBURN, currently in Paris filming "Paris When It Sizzles," has won Italy's coveted 'David of Donatello' Award as best foreign actress of the year for her performance in "Breakfast at Tiffany's."

The awards for best achievements in motion pictures are made by the Rome Open Gate Club and the Italian International Cinema Club under the patronage of President Antonio Segni of Italy.



HOLLYWOOD - After his punchy role in "It Started in Naples," Marietto was a certainty to be up on the screens of the world again in an equally diverting role. And he is - in "The Pigeon That Took Rome." It is one of the finest and funniest Paramount comedies in years.



MEXICO CITY - Earnest conversation between two international figures at the luncheon in tribute to Arthur L. Pratchett on his retirement from Paramount. Discussing the world situation are Manuel Espinosa Iglesias (at left), president of the Bank of Commerce of Mexico, and James E. Perkins, president of Paramount International Films, Inc.



NEW YORK - Sales and exhibition toppers at a special showing of "Hatari!" at the DeMille Theatre. Left to right they are: Jerome Pickman, Paramount Film Distributing's general sales manager; Matthew Polan, RKO Theatre's executive; Tom Bridge, assistant general sales manager of Paramount Film Distribution Corp.; and Harry Mandel, president, RKO Theatres Corp.



VERA MILES, who is so lovely opposite James Stewart in "The Man Who Shot Liberty Valance."



ROME - On the basis of her warm and appealing role in "The Pigeon That Took Rome," Gabriella Pallotta seems destined to become a quick favorite with film fans the world over.

EVENTS AND PEOPLE PICTURED AROUND THE WORLD

Sinatra's Great Goodwill Tour....



FRANK SINATRA

Singing star Frank Sinatra (who will shortly star for Paramount in "Come Blow Your Horn") returned to New York on June 17th from a two and a half months tour for handicapped and orphaned children. He reported that he had raised about $1,200,000 for the children in performances in Mexico, Japan, Hongkong, Israel, Greece, Italy, Monaco, France and England.

Of his work in the Far East, Mr. S.A.Henriksen reports: "Of Sinatra's performances in Tokyo and Hongkong, all his concerts were completely sold out in both cities, and the press and public reactions were extraordinarily successful. I am sure his Paramount picture will benefit from this visit, both in Tokyo and Hongkong...."

Of the London concert, Mr. F.E. Hutchinson wrote Mr. Perkins: "..His visit has caused enormous publicity and the concerts were sell-outs,even to the extent of 'black market' trafficking in tickets. It cannot fail to have increased his stature."

Word from Mr. J.B.Nathan in Paris was equally enthusiastic. "Frank Sinatra was a huge success on his recent visit here. I personally witnessed his triumph at the charity show at the Lido, and he was similarly successful at a charity show he gave at the Olympia Theatre. He received accolades from the press and plenty of newspaper space."



LONDON -John Ford's "The Man Who Shot Liberty Valance" was the May selection as "Film of the Month" by the noted British humour magazine, Tit-Bits.

The publication reaches more that 4,000,000 readers per issue, and its citations have a profound influence on filmgoers and exhibitors alike.



LIVERPOOL - One of the most effective tie-ups arranged by Paramount publicists in Great Britain was that with the nationally popular drinks, Guinness, in connection with Shirley MacLaine's "My Geisha." The line used is "My Guinness - My Geisha," and above at left is shown a display arranged in the lobby of the Forum Theatre here during the engagement of the picture. At right is shown how Nems Music Store plugged the "Madame Butterfly" music in the wonderful score of "My Geisha."

Further Honor for Paramount's Nurse



NURSE KREGER

Mrs. Sally M. Kreger,R.N.,Charge Nurse, Paramount Pictures Corporation, New York City, has been appointed Chairman of the Committee "To Study Industrial Nursing Service" for the American Association of Industrial Nurses, Inc. The Association is the national organization of nurses employed in industry.

In addition to her work with the national Association, Mrs. Kreger is a director of the Greater New York Association of Industrial Nurses and a former chairman of the Education Committee of the local group.



Copenhagen's Paramounteers prepared this superbly effective poster in brown and gold for the Hal Wallis production, "Summer and Smoke."



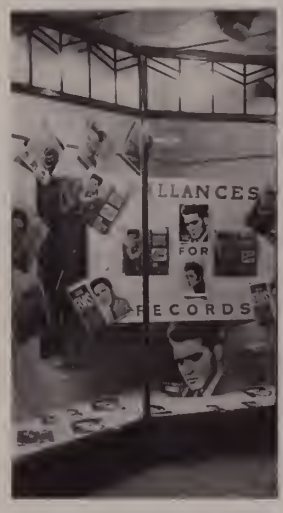
NORFOLK, Virginia - All across the country for the past couple of months, crowds have been flocking to the 'sneak' previews of the mighty "Hatari!" and the word-of-mouth buildup has been enormous. Here's the exterior of the local Norva here, the night of the preview.

BRITISH FILM EVENTS OF INTEREST



LONDON - Howard Harrison, left, managing director of Paramount British Productions, extends a welcome at London Airport to Mr. and Mrs. Martin Rackin. The head of production at Paramount Studio in Hollywood and his wife have been touring Continental Europe for the past several weeks studying film trends and meeting authors, stars and directors with an eye to future Paramount production.

LEEDS - "Blue Hawaii" has been a 'natural' for outstanding window displays throughout Britain, as instance this gem in Vallances' music store in this city.





HOLLYWOOD - William Cartlidge, assistant managing director of the Associated British Cinemas (ABC) Circuit, and his wife, were recent visitors to the Paramount Studio here. They are pictured lunching with vice-president and studio head Jack Karp, left, and vice-president Y. Frank Freeman.



Here Mr. and Mrs. Cartlidge visit one of the sets of the Hal Wallis production, "Girls! Girls! Girls!" and meet the film's star, Elvis Presley, and the film's director, Norman Taurog.

3 Out of 10 for Paramount.....

The alert and showmanlike ABC Circuit of Great Britain produces an equally alert magazine of film matters called "Film Review." It is a monthly publication, expertly edited, which sells at Sixpence a copy.

The June issue has two items of distinct Paramount interest. One is the concensus of readers who have been asked to name "The Ten Greatest Films." The poll has been running for months, and the June issue gives the winning Top Ten Titles. Of the ten, covering all films, all countries, and for all time, Paramount has the following three:

THE TEN COMMANDMENTS
SHANE
ONE-EYED JACKS

The other item of Paramount interest in this issue of "Film Review" is a 2-page illustrated review of "The Man Who Shot Liberty Valance." Concluding paragraph of the glowing review by Philip Bradford reads:

"The film reminded me of those classic westerns 'Shane' and 'High Noon,' for all share the gripping theme of the courageous individual refusing to be intimidated by thugs and restoring law and order to a terror-ridden community."



LONDON - At a Paramount-RCA reception, Henry Mancini, noted composer of the scores for "Breakfast at Tiffany's" and the thrilling "Hatari!," meets Danny Wilson, favorite British singer. It was Danny who put Mancini's "Moon River" into the No.1 spot on the British Hit Parade.



LIVERPOOL - The local distributor of Smith-Corona Typewriters not only had this very effective window display favoring "Breakfast at Tiffany's," but also had a demonstrator on hand every evening to bring a 'live' touch to the showmanship. And of course the A.B.C. Forum Cinema benefited considerably as a result.



MANCHESTER, England - For seven days prior to the opening of "Blue Hawaii," and throughout the run of the Presley film at the Broadway Cinema, Eccles, this lavish Crosse and Blackwell exhibit remained in the theatre's lobby. The tie-up incorporated a "Holiday in Switzerland" contest, and the comprehensive and colorful display was lit by coloured spots and powerful floodlights.



MEXICO CITY - One of many newsstands in this city that seem to have made the presence of the Hitchcock thriller -- "Psycho" -- at the Chapultepec Theatre the top news of the day.



SANTIAGO, Chile - This is the renowned display window of the equally renowned Rex Theatre, and the effective display depicted is for Jerry Lewis' "The Ladies' Man."

It is not a measure of economy to send photographs through the mail without adequate packing. Many times the editor receives photographs improperly packed, that are pulverized, creased and crumpled. If the picture is considered worth publishing, it then is a matter of several hours work, immersing it in a bath, uncreasing, stretching and drying it. All of which costs a great deal more than would the small extra postage entailed by adequate packing.





MANILA, Philippines - Set at strategic traffic intersections and junctions, these 'trilons' for "Breakfast at Tiffany's" caught the attention of countless thousands of the travelling public and contributed enormously to the success of the charity premiere of the film at the Avenue Theatre on May 10th.

"HATARI!" RESPALDADA POR LA MAYOR CAMPANA DE LANZAMIENTO DE LA HISTORIA DE PARAMOUNT

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Cuando esta revista llegue a sus manos, la producción de Howard Hawks "Hatari!", recibirá las respuestas del público norteamericano, en los estrenos de la película en todos los Estados Unidos. (El estreno en Ultramar, salvo una o dos excepciones, queda aplazado hasta principios de 1963 al objeto de que la película pueda beneficiarse de toda la publicidad acumulada).

Con las exhibiciones en los Estados Unidos culminará la mayor campaña de lanzamiento de toda la historia de Paramount. Algunas muestras de este "showmanship" ya fueron publicadas en los dos últimos Paramount World y en el presente número encontrarán todavía más. Además, el departamento de publicidad de Paramount International de Nueva York se asegura de que cualquier material de lanzamiento aprovechable, sea canalizado hacia todos los "showmen"de Paramount en el mundo.

Una de las películas más divertidas que haya llevado nunca la marca de Paramount fué visionada en Nueva York a últimos de Mayo. Se titula "Who's got the action?" y tiene por principales intérpretes a Dean Martin, Lana Turner y Eddie Albert. Es una comedia con carreras de caballos por telón de fondo, pero el asunto esencial gira en torno al empeño de una bella señora en combatir la afición a las apuestas de su marido. Se trata de una excelente entrada de la compañía en el género de comedias modernas que tan magnífico negocio están consiguiendo hoy en día. No será distribuída hasta finales de 1962, por cuanto puede pronosticarse que será uno de los récords de taquilla del año próximo.

El mes pasado, el Presidente de Paramount International, James E. Perkins, fué a México para asistir a un banquete de despedida de Arthur L. Pratchett que después de largos años se retira del marco de Paramount. Publicamos unas fotos del acto en este mismo número, así como algunos de los muchos elogios que se hicieron de este hombre que en forma tan espléndida ha participado en el progreso de nuestra Compañía en toda la América Latina.

Paramount vuelve a estar en su lugar en Canadá. De común acuerdo, la alianza de año y medio con Columbia Pictures bajo el nombre de Affiliated Pictures Corp. Ltd. ha sido disuelta, y vuelve a funcionar independientemente Paramount Films Service.

Como decíamos antes "Who's got the action?" sirve para demostrar la importancia que se concede a las comedias en la distribución de finales de 1962. A punto de ser distribuida tenemos ahora "Mi dulce Geisha" de la que tenemos buena medida de éxito con los resultados obtenidos en el resto del mundo y que ahora se duplicará en los Estados Unidos. Luego las tres grandes para la segunda mitad del año, a saber: "The Pigeon that Took Rome" con Charlton Heston, Elsa Martinelli y otros estupendos actores, "It's Only Money", con Jerry Lewis proporcionando su mejor creación hasta la fecha, y con una película no dirigida por él mismo; y, desde luego, la tercera de este tipo de comedias es la de Elvis Presley "Girls, Girls, Girls"! Con la que Hal Wallis nos da el mejor, el más coloreado y más melódico de los films de Presley. Encontrarán que hemos incluído estas tres películas en el presente número -y por muy buenas razones.

The showmanship challenge which HATARI! has presented, and which is being magnificently met in the U.S., will be just as successfully met all around the world.

"Fire Away" el documental Paramount (de dos rollos) sobre la vida de un caballo de trote, ha merecido los honores de estreno en varios lugares de Estados Unidos y lleva trazas de convertirse en uno de los mejores cortos distribuidos hasta la fecha. Es un tipo de corto que debería agradar en cualquier parte del mundo.

NEWS, PICTURES AND SHOWMANSHIP EVIDENCE FROM LATIN AMERICA



RIO DE JANEIRO - Notables at the gala premiere of "Breakfast at Tiffany's," held at the Bruni-Flamengo as a benefit in aid of the Fundacao Otavio Mangabeira. Shown L to R: Mrs. and Mr. Oswaldo Leite Rocha; Mr. Fernando de Barros, Brazilian film producer; Mr. A. Stephen Clug, Paramount general manager for Brazil; Mr. Armando Ribeiro, director of Livio Bruni,S.A.; French screen star Miss Mylène Demongeot; Mr. Kurt Heoglund, director of SKF; and Mrs. A. S. Clug.





GEORGETOWN, British Guiana - These, and many other, cutout figures of Marlon Brando dominated the landscape of this city during the highly successful engagement of "One-Eyed Jacks" at the Globe Theatre here.

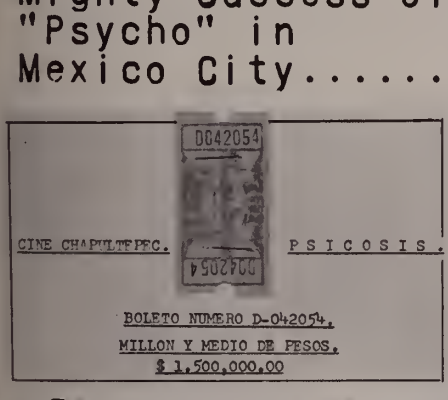


RIO DE JANEIRO - A trio of beauties entering the Bruni-Flamengo Theatre for the charity benefit premiere of "Breakfast at Tiffany's." From L to R: Miss Nicole Bernhardt, Miss Mylène Demongeot and Mrs. A. Stephen Clug.



SAO PAULO, Brazil - Fabian, the singing co-star of Paramount's "Love In A Goldfish Bowl," is shown being welcomed to this city by Miguel A. Mancini, Paramount branch manager here. Fabian was singing at the Teatro Tupi. He also made television appearances here and in Rio de Janeiro, in the course of which his Paramount picture was mentioned.

Mighty Success of "Psycho" in Mexico City.....



The card shown above has stapled to it the actual admission ticket that brought the gross of "Psycho" at the Chapultepec Theatre in Mexico City to the Million-and-a-Half Pesos mark. This was registered during the 10th week, and Paramount manager Antonio Sastre in sending it to us advised that "No other Paramount picture has been exhibited for so long in the past several years."

Subsequently, in a cable to Mr. Perkins about this engagement, Latin American division manager Henry B. Gordon reported a highly successful beginning of the 11th week of the Hitchcock thriller,as of June 5th.



VALPARAISO, Chile - Scene of an exiting capacity crowd at the Valparaiso Theatre and, at right, what they had paid their good Chilean pesos to see - "Breakfast at Tiffany's."



PORT OF SPAIN, Trinidad - Largest of this city's jewelry establishments gave over this window to a fine "Breakfast at Tiffany's" display when the Audrey Hepburn film was the audience-packing attraction at the Globe Theatre.

MONTEVIDEO, URUGUAY - Included in a most comprehensive and effective showmanship campaign for "One-Eyed Jacks" at the super cinema Censa, was this Varig Airlines window display.





HOLLYWOOD - Shown here is a Mexico-U.S. Inter-parliamentary group visiting the Paramount studio's set devoted to production of television shows. This production activity is under the direction of Paramount vice-president Y. Frank Freeman, shown 6th from the left in rear.



Later, the group visited the set of the TV show, "Bonanza," where they are shown with two members of the cast of that production, Dan Blocker and Lorne Greene. "Bonanza" is one of a host of television shows produced and filmed in the Paramount studio.



LOS ANGELES - This is John Scott Fitzgerald, who was born to Mr. and Mrs. Tim Fitzgerald on May 25. He weighed in at 8 pounds 6 ounces. His mother, Donalie, is secretary to Bob Nashick, KTLA's director of advertising and promotion. His father is a night club and recording artist.



ATLANTIC CITY, N.J. - KTLA general manager S. L. Adler is shown receiving the National Headliners Award of the National Headliners Club at the annual awards dinner on May 5th. Award was received by Mr. Adler on behalf of Paramount Television Productions, operating television station KTLA, and was presented for "consistently outstanding local TV coverage of news events as exemplified by its coverage of the (Bel Air) Hollywood Hills fire" last year. (Full story of the background of the award appeared in our April issue).

Paramount Television Buys Skelton Color Units

To further expand and diversify its facilities rental division, which now is believed to have the industry's finest monochrome electronic production and recording equipment, Paramount Television Productions, Inc. has purchased Red Skelton's mobile color equipment, it is announced by PTP's vice-president S. L. Adler.

The new equipment is available for direct color broadcasting as well as recording, and works on monochrome as well as color. The equipment is housed in three, forty-foot, air-conditioned Crown coaches.

The acquisitions will be housed on PTP's Hollywood lot on Sunset Boulevard for use with the company's famous Stage 6, recognized as the largest and finest tape designed television sound stage, and other Paramount Sunset Studio's sound stages. It can leave its Hollywood base for remote assignments anywhere throughout North America.

The announcement followed Paramount's active entry into the color receiver field with the licensing of Japan's Sony Corporation to manufacture sets using Paramount's Lawrence Chromatic color tube.



ACQUIRING THE RED SKELTON EQUIPMENT

Group at the contract signing whereby Paramount Television Productions, Inc. acquired the color equipment owned by Red Skelton prior to the purchase of his studios by CBS. Shown L to R: James Hesen, general manager, live operations, West Coast, CBS-TV network; S. L. Adler, vice-president and general manager, Paramount Television Productions, Inc.; John T. Reynolds, senior vice-pres., CBS-TV network; Robert Quinlan, asst. gen.mgr., PTP.



Cover of Famous Music Corporation's "Baby Elephant Walk;" published as a piano solo and serving as a particularly useful segment of the massive promotional campaign which has been stacked up behind "Hatari!"

TELEMETER BROUGHT MUCH GOOD NEWS TO PARAMOUNT STOCKHOLDERS AT CORPORATION'S ANNUAL MEETING ON JUNE 5TH **********

Reproduced below is that portion of President Barney Balaban's letter to the company's stockholders relating to Telemeter. This was incorporated in the annual Stockholders' Report, and was enlarged upon by Mr. Balaban at the meeting in New York on June 5th. Some of the supplementary remarks will be found elsewhere on this page.

International Telemeter Company

With regard to our International Telemeter Company Division and its pay television systems, I plan to report in more detail on recent developments at our Annual Meeting. A good deal of new information, resulting from the expanded programming in Toronto during the fall and winter months is now being compiled and analyzed. In addition, a leading firm of consultants has been engaged for the past couple of months in detailed cost analyses of the Telemeter system. Both efforts should contribute greatly to a better understanding of the economics of pay TV. At this time, there are a number of indications that encouraging progress has been made in various areas of this pioneering venture.

All signs point to the emergence of pay television during the coming year as a subject of intense interest in the entertainment field. A recent court decision has affirmed the validity of the F.C.C.'s authorization of pay TV tests over-the-air. Also, our associates have recently won a victory in the Arkansas courts which, compelling the telephone company to provide wire service, advanced the advent of closed circuit pay TV. It seems that the day is approaching when the new medium can operate in the American market. Telemeter has developed both over-the-air and closed circuit systems of pay television and is preparing for either eventuality or an integration of both.

Because of the desirability of an adequate proving ground for technical and program evaluation, as well as general public acceptance of the medium, Paramount entered into new financial arrangements with Famous Players Canadian Corporation last fall covering the Toronto operation. These arrangements provide for certain contributions by us during the testing period and are terminable by Paramount. Obviously, the experience and results being obtained in Toronto are important in the development of Telemeter.

During the past year, additional subscriptions to the original stock of British Telemeter Home Viewing, Limited, Telemeter's franchise holder in the United Kingdom, were received. Paramount has subscribed to a minority interest of about 15 percent in the British company. The other participants consist of leading entertainment, communications and financial interests in Great Britain. They include: British Lion Films Limited, The Financial Times, Granada Group Limited, The Manchester Guardian and Evening News Limited, N. M. Rothschild & Sons, Schlesinger Investments Limited (representing the Schlesinger interests of South Africa) and Welsh Telepay Limited (representing the Llewellyn interests in Wales).

Our British associates are now awaiting the report and recommendations of the Parliamentary Committee inquiring into all phases of television. Should the Government authorize pay TV, the prospects for its success in the United Kingdom appear to be particularly promising.



President Barney Balaban promised to report "in more detail" at the Annual Meeting - and he certainly did. As The Film Daily reported, Mr. Balaban stated that "The results of a study made by 'a leading consulting firm' of the Telemeter operation in Toronto were hailed as a major break-through for the toll TV system."

The president also reported that in the Toronto suburb of Mimico, into which Telemeter had expanded from neighboring Etobicoke since the beginning of the year, the first results are still coming in, and they are encouraging.

"Based on what we know now, I believe that a new industry has been born at Etobicoke, Canada," Mr. Balaban stated. "There is no longer any doubt that people will pay for a pay television service and for programs of their choice."

Louis A. Novins, president of International Telemeter Company, told the stockholders that "we now know that it is comparatively easy to sell Telemeter to the public." He also stated that "We definitely intend to come into the United States at the first opportunity."

A great deal of stockholder interest was manifested in the subject of Telemeter, and both Mr. Balaban and Mr. Novins had a number of pertinent and very thoughtful questions to answer.

"BLUE HAWAII" was the big Telemeter attraction over Etobicoke's Channel 5A on June 7, 8, 9.

It usually takes more than three weeks to prepare a good impromptu speech.
-Mark Twain



VIENNA - After she had won a highly publicized singing contest in connection with "Blue Hawaii," (see Page 33), the winner, Sylvia Elischberger, had to do it all over again for the local television cameras. And, some say, her performance here was even better than her actual winning one.



JACKIE GLEASON made new screen history with his role of 'Minnesota Fats' in "The Hustler," and is now making further history with a different type of characterization in Paramount's production of "Papa's Delicate Condition."

All of the proceeds of the gala presentation of "Hatari!" at the fabulous Egyptian Theatre in Hollywood on June 19th, held under the sponsorship of the Hollywood Friends of Africa, went to the "Food for Millions" fund.

Mary Pickford is chairman of the Hollywood Friends of Africa.

DIE GRÖSSTE WERBEKAMPAGNE IN DER GESCHICHTE DE PARAMOUNT FÜR "HATARI!"

Ungefähr um die Zeit, wenn Sie diese Ausgabe unserer Zeitschrift erhalten, wissen wir, wie die Howard Hawks-Produktion "Hatari!" vom Publikum in den Vereinigten Staaten aufgenommen wurde. (Die Premieren im Ausland sind bis auf ein oder zwei Ausnahmen auf das Frühjahr 1963 verschoben worden, damit dem Film dann der volle Werbeerfolg zugute kommt). Die Aufführungen in den Vereinigten Staaten werden von den größten Werbekampagnen begleitet sein, die die Paramount je für einen Film aufgezogen hat. Einige dieser Schaumannsarbeiten haben Sie in den letzten Ausgaben gesehen, noch viel mehr davon bringt die heutige Ausgabe. Darüberhinaus sorgt unsere Werbezentrale in New York dafür, daß alles zur Verfügung stehende Werbematerial, das sich als brauchbar erweist, an die Mitarbeiter in aller Welt weitergeleitet wird.

Einer der lustigsten Filme, die je das Paramount-Zeichen trugen, wurde kürzlich in New York in einer Sondervorführung gezeigt. Sein Titel: "Nur Deinetwegen" mit Dean Martin, Lana Turner und Eddie Albert. Es handelt sich um eine Komödie im Pferdesportmilieu, aber in der Hauptsache um den Plan einer liebenden Frau, das Wettfieber ihres Mannes zu besiegen. Ein Film, wert in die Reihe jener modernen Komödien aufgenommen zu werden, die zur Zeit geschäftlich so erfolgreich sind. Die Premiere wird Ende 1962 stattfinden, so daß man ihn jetzt schon zu den Filmen rechnen kann, die im nächsten Jahr neue Kassenrekorde aufstellen werden.

HATARI! is just what Paramount's international showmen have been waiting for!

Letzten Monat ist Paramount-Präsident James E Perkins nach Mexiko geflogen, um an einem Bankett zu Ehren von Arthur L. Pratchett teilzunehmen, der sich nach langen Jahren erfolgreicher Tätigkeit bei der Paramount zur Ruhe setzt. An anderer Stelle dieser Ausgabe veröffentlichen wir Bilder von diesem Ereignis und den Ehrungen, die diesem Mann zuteil wurden, der in so hervorragender Weise um die ständige Weiterentwicklung unserer Gesellschaft auf dem lateinamerikanischen Markt bemüht war.

Die Paramount in Kanada ist wieder selbständig. Die anderthalbjährige Verbindung, die sie mit Columbia Pictures unter dem Namen Affiliated Pictures Corp. Ltd. eingegangen ist, wurde im beiderseitigen Einverständnis gelöst, so daß der Paramount Verleih dort wieder unabhängig arbeitet.

Mit dem oben erwähnten Film "Nur Deinetwegen" wollen wir die Tatsache betonen, daß bei den Premieren in der zweiten Hälfte von 1962 der Akzent auf Komödie liegt. "Meine Geisha" ist überall in der Welt bereits mit großem Erfolg angelaufen, der in der Vereinigten Staaten noch verdoppelt wurde. Die drei großen Filme für die zweite Hälfte des Jahres sind "Es begann in Rom" mit Charlton Heston, Elsa Martinelli und vielen anderen ausgezeichneten Darstellern, "Geld spielt keine Rolle" mit Jerry Lewis in seiner bis heute komichsten Rolle und dieses Mal nicht



A very striking and attractive advertising montage prepared by the Paramount publicists of Frankfurt, Germany, for the Hal Wallis production, "Summer and Smoke."



BERLIN - The superbly effective front of the Gloria Palast, which was kept solidly packed with Berliners eager to see Audrey Hepburn in "Breakfast at Tiffany's."

verantwortlich für die Regie und, als dritter in diesem Komödien-Trio, natürlich Elvis Presley's "Girls, Girls, Girls, dem besten, farbigsten und melodienreichsten Presley-Film, den Hal Wallis bis heute gemacht hat. Wie Sie sicher bemerken werden, haben wir diese drei Filme in der vorliegenden Ausgabe besonders berücksichtigt - und dies mit gutem Grund.

"Fire Away", der Paramount-Kurzfilm über das Leben eines Traberpferdes wurde großartig in den Vereinigten Staaten aufgenommen. Alles deutet darauf hin, daß es sich hier um eines der besten und anziehendsten Themen handelt, die wir auf die Leinwand bringen konnten. Ein Kurzfilm, der überall in der Welt Anklang finden wird.

AUSTRALIA AND NEW ZEALAND ARE SCORING A "TIFFANY'S" TRIUMPH



SYDNEY - New South Wales Premier Mr. Heffron and senior Cabinet ministers celebrate their "coming of age" - politically, that is - with dinner at a Sydney hotel, then off to see "Breakfast at Tiffany's" at the Prince Edward Theatre.

Pictured with their wives, are: Attorney General Mr. Downing, Chief Secretary Kelly and Premier Heffron. They were sworn in as government ministers 21 years ago and have retained Cabinet rank ever since. Their "night out" at the movies was noted pictorially by Sydney's Daily Mirror, with credits to the Paramount picture.



ADELAIDE - Two versions of lovely Audrey Hepburn confronted guests at the recent preview here of "Breakfast at Tiffany's." On the right is Audrey, cardboard version - and on the left is Audrey again, this time the home-grown variety, or more correctly, glamorous model Miss Anna Du Bois. So strikingly does Miss Du Bois resemble Audrey, that she recently won a quest for Miss Hepburn's double.



H A T A R I !



ADELAIDE - Radio announcer Eldon Crouch goes 'to great lengths' to give Miss Du Bois a light - while colleagues, 5AD men Mortimer Marsh, Mike Norman and Alec McAskill look on. Event took place at the special preview of the Audrey Hepburn starrer, "Breakfast at Tiffany's."

NEW YORK - Ken Evans, of Sydney radio station 2CH, one of Australia's ace interviewers, holds a microphone and wears a "Hatari!" game-capturing hat as he interviews Red Buttons, co-star of the thrilling and very wonderful Howard Hawks production. Interview brings out the fact that the picture is rich in comedy as well as thrills, with Red himself demonstrating how the laughs belong logically in a film of this character.



"Hatari!" Fanfare

Far in advance of release of the great animal thriller, Alan Wardrope, Paramount's director of advertising and publicity in Australia has started a thunder roll of news about the picture across the land. He will certainly have all Australia agog by the time "Hatari's" release date rolls around.

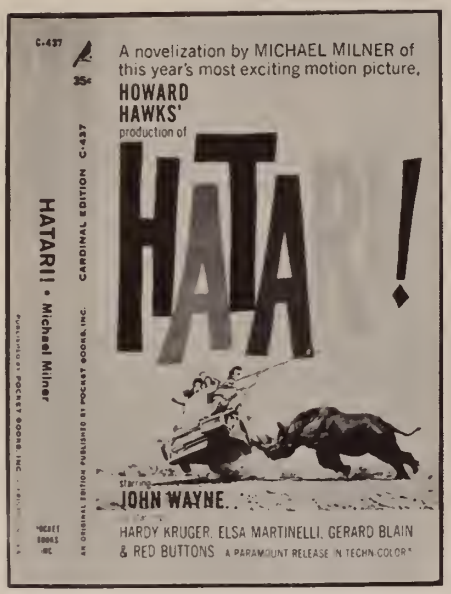
It could be that Australian radio commentator Ken Evans is comparing a kangaroo with the rhinoceros that Red Buttons tangles with in "Hatari!".... Or it could be something else -- but "Hatari!" was the main subject.

MORE SIDELIGHTS ON PARAMOUNT'S "HATARI"



ED SULLIVAN Photo

NEW YORK - Proof that there is plenty of fun in "Hatari!" A vista of happy faces of Boy's Club members who have just been on the Tanganyika Jeep Ride in Pennsylvania Station. And in the centre - always a boy at heart - is Red Buttons, chief provider of so much of the fun in thrill-filled "Hatari!"



These are the days when you are liable to find the name - "Hatari!" on almost anything. In this case it's on one of the fast-selling units of Pocket Books, Inc. Because of the exciting nature of this book, it is illustrated with actual scenes from the Paramount thriller.



"THEME FROM HATARI" #8037

Smash hit single from the great new African adventure film! Composed and conducted by the double Academy Award winner and "Hollywood's hottest musicman" (TIME MAGAZINE). c/w "Your Father's Feathers." bright 4-color sleeve watch for the album, coming soon!

RCA VICTOR

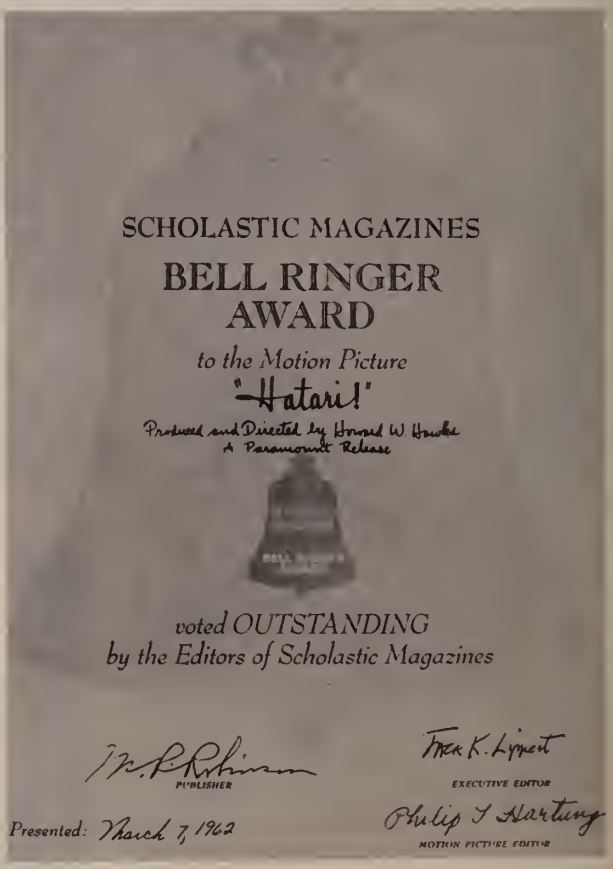
The most trusted name in sound

Full back cover, in color, of the June 9th issue of Billboard Music Week advertising the "Theme From Hatari" on RCA Victor's hit record. Flash heading in red, which did not reproduce effectively, proclaimed BIG NEW FEATHER IN MANCINI'S HAT!

The awards won by "Hatari!" are coming thick and fast these days. Here's the one given by Seventeen Magazine.....



....and here's the Bell Ringer Award given by Scholastic Magazines, with a notation that "Hatari!" was voted OUTSTANDING by the Editors of Scholastic Magazines.



FAR EAST SHOWMANSHIP CRACKLING WITH RESULTS

2nd. Week A Record, Too!

The news from Bombay, India, on "Psycho" at the Regal is as spellbinding as the Hitchcock picture itself is.

A cable from Paramount general manager K.S.Vaidyanathan reports that the second week's takings represented an all-India record for the second week of pictures screened at normal admission prices. The indication was that the third week would likewise be precedental - with a very long run a definite certainty.

3rd Week Also

BOMBAY, India - As the third week of "Psycho" at the Regal was completed, Mr. Vaidyanathan reported that it,too, was a record. And he added that the record was all the more remarkable considering that the Hitchcock picture had an "A" (Adults Only) certificate,and when they say "Adults Only" in India, they really mean it. Naturally, such a rating takes away a large chunk of audience potential.

THE FOURTH WEEK was just beginning as we went to press, and on the basis of bookings, Paramount's general manager forecast a record for it, too.



BANGKOK, Thailand - Exterior of the Paramount Theatre at about the time that Paramount manager Chana Chaikijkarana was cabling Far East division manager S.A.Henriksen in Hongkong an idea of the terrific box office success Marlon Brando's "One-Eyed Jacks" was proving to be. TOP: A close-up of the expertly executed, massive sign for the picture above the marquee.



SINGAPORE - Many wonderful front-of-theatre displays have graced the facade of the Cathay Theatre in the past, but certainly none has topped the beauty and effectiveness of this one for "My Geisha."



BOMBAY - The locale is India, but the sentinel-at-the-theatre door routine is just the same as it has been for every theatre in every part of the world showing "Psycho." The theatre in this instance is Bombay's celebrated Regal, which has had, with the Hitchcock picture, the greatest and most sustained success in all its history.



SINGAPORE - A colorful sign for "My Geisha" is designed in the spirit of the film for its engagement at the Cathay.

:::::::



HONGKONG - A disappointed patron in the lobby of the Royal, Kowloon, looks at both the sign and the figure of Audrey Hepburn and knows that he'll have to see "Breakfast at Tiffany's" some other day.



BOMBAY - Two of the many methods of getting the "Psycho" message spread throughout this city -- motorpower and manpower. The Hitchcock picture, of course, has given the Regal Theatre the greatest and most sustained volume of capacity business in the theatre's long and wonderful history.



An archaeologist is the best husband any woman can have: the older she gets, the more interested he is in her.
-Agatha Christie



STOCKHOLM - One of the renowned advertising cars with the revolving drum carried the word about "Blue Hawaii" far and wide in the Stockholm area and added materially to the success of the Elvis Presley film at the Alcazar and Olympia Theatres.



HONGKONG - This very striking display for "Breakfast at Tiffany's" attracted a great deal of attention in the upper lobby of the Queen's Theatre. It featured the Academy Award nominations and the special massive necklace decoration consisted of small flickering electric lights.

I can never understand how two men can write a book together. To me, that's like three people getting together to have a baby.
-Evelyn Waugh

"HATARI!" LANCERAS SOM INGEN FILM TIDIGARE

* * * * * * * * * * * * *

Ungefär när ni får detta nummer har man hunnit få in publikens omdömen om Howard Hawks "HATARI!" efter alla de s.k. smygpremiärer som ägt rum på skilda håll i Förenta Staterna. (Förhandsvisningar av detta slag utom Förenta Staterna kommer att uppskjutas till i början av 1963 för att filmen skall hinna dra full nytta av all den publicitet den fått under mellantiden.) Dessa s.k. sneak previews av filmen i Förenta Staterna utgör kulmen på en reklamapparat för "HATARI!", som kanske är den största Paramount någonsin byggt upp kring en film. I de senaste numren av Paramount World har vi avslöjat litet av vad som passerat i sammanhanget, och här finns mera. Paramount Internationals publicitets-, annons- och reklamavdelningar i New York försäkrar att varje uns av reklammaterial, som är tillgängligt och



STOCKHOLM - Although the 18 posters give a hail to "Summer and Smoke," the Swedish lasses seem to indicate that summer has not yet arrived. Nevertheless, the Hal Wallis picture had arrived at the Roda Kvarn Theatre, where it was doing exceptional business.

värt publicering, också slussas ut till Paramounts show-män världen runt.

En av de allra roligaste filmer, som burit Paramounts märke, hade s.k. smygpremiär i New York sista veckan i maj. Den heter "Who's Got the Action?" och har Dean Martin, Lana Turner och Eddie Albert i huvudrollerna. Det är en komedi med hästkapplöpning som bakgrund, men själva historien berättar om den älskande hustruns bryderi med mannens spelpassion, och här är karusellen i full gång. Filmen släpps ut i slutet av året och eftersom den kan inrangeras bland det slag av komedier, som brukar ge vack-



STOCKHOLM - Effective, strategically placed advertising for to Hal Wallis production, "Summer and Smoke."

ra slantar, så har vi bara att se fram mot nya fina kassarekord.

Paramount International's president, James E. Perkins, flög förra månaden till Mexiko för att närvara vid en avskedslunch för Arthur L. Pratchett, som nu lämnar Paramount efter många års tjänst. Bildreportage återfinns i detta nummer, liksom också några av alla de hyllningstal, som hölls för mannen, som så förtjänstfullt bidragit till Paramounts framgång i Latin-Amerika.

Paramount är åter endast Paramount i Canada. Samgåendet med Columbia, som under namn av Affiliated Pictures Corp. varat i ett och ett halvt år, har med båda bolagens goda minne upplösts, och Paramount Film Service är nu återigen oberoende där, liksom tidigare.

Vi nämnda nyss "Who's Got the Action?", vilket föranleder oss konstatera, att just komedier dominera utsläppen under senare hälften av 1962. "MY GEISHA" är redan klar för utsläpp, den har haft stor framgång i övriga delar av världen och det ser ut, som om succèsen inte blir på något vis mindre i Förenta Staterna. Annars heter de tre stora: "THE PIGEON THAT TOOK ROME", med Charlton Heston, Elsa Martinelli och många andra fina namn; "IT'S ONLY MONEY" med Jerry Lewis, rolig som aldrig förr, och han har föredragit att anlita en annan regissör än sig själv; sist i trion kommer Elvis Presley i "GIRLS! GIRLS! GIRLS!", där Hal Wallis presenterar sin allra bästa, färg- och låtrikaste Presley-film tills dato. Ni kan läsa om den på annan plats i tidningen och, som ni märker, finns det verkligen anledning till att vi tagit med den.

"Fire Away", Paramounts tvåaktare om en travhäst, har förekommit flitigt på biografdukarna i Förenta Staterna. Efter vad det ser ut blir den gångbar världen över, det är en av de kortfilmer, Paramount släppt ut, som slagit bäst.

Elvis Presley ranks with royalty in popularity with the British public, according to a poll just completed by London's "Daily Mirror."

In response to a readers' poll asking: "What famous living personality would you most like to meet?," Queen Elizabeth came in a predictable first, with Prince Phillip second and Presley a surprisingly solid third. He was well ahead of Princess Margaret who took fourth place.

THIS FINE AUSTRIAN SHOWMANSHIP FOR "BLUE HAWAII" IS TYPICAL OF THE CALIBRE OF WORLD-WIDE ALERTNESS



VIENNA, Austria - Something brand new in Elvis Presley contests was staged by Paramount publicists when "Blue Hawaii" had a 3-cinema day-and-date release here at the Tuchlauben, Flotten and Kolosseum Cinemas. Paramount manager Louis Kanturek reported on the contest at great length, and with priceless photographic evidence, some of which we have used here, and more will be found on other pages.

The contest, which was sponsored by the only local evening paper, 'Abend-Zeitung,' asked: "Where Is a Female Elvis Presley? Where Is a Star of Tomorrow?" The prizes offered were really fabulous - a film contract with a local company; a flight to Spain and back with living expenses for 14 days; local singing and night club contracts; a television engagement; and many others. Enough of these incentives for the top 12 contestants, and Presley records and theatre tickets for all others in the contest.

Singing heats were held every day, so that the contest covered many days, and the sponsoring newspaper devoted a great deal of space to what went on. To get back to the picture at the top of this report - here are some of the more than 100 contestants.



Here are the three finalists, with the winner in the centre. She is Sylvia Elischberger. At left is Evelyn Muller, who placed third, and other young lady is Irene Peters, who got second. Walter Scherling, the master of ceremonies, is at right.



Paramount's Showmen

With such an aggregation of wonderful product on tap, it was timely and practical to bring the field representatives into Home Office from the field for a comprehensive briefing. The 2-day power-charged meeting ran from early morning until late at night each day, and the men returned to their field posts fully charged. Standing, L to R; Lige Brien and Lowell Benedict ("Hatari!" unit), Winston Barron, Canada; Joseph Friedman, assistant national director of advertising, publicity and exploitation; Martin Davis, national director, advertising, publicity and exploitation; Bernard Serlin, exploitation manager; Leonard Allen, Atlanta; (seated, L to R); Everett Olsen, Dallas; Alan Wieder, Los Angeles; Robert Miller, Chicago; Henry Ehrlich, New York; Mike Weiss, Philadelphia; Arnold Van Leer, Boston.



SINGAPORE - Every section of the Cathay Theatre was put to showmanship use with the advent of "My Geisha." Here, in centre, is a display facing the cinema's box-office, with close-ups of the two figures shown to emphasize the effectiveness of the idea.



Judging was by numbers, and the judging was carried over three separate nights in order to heighten suspense. Shown above is the final decision, delivered in Fatty George's Saloon of Jazz. L to R: "Abend-Zeitung" chief editor Kurt Frischler, prominent reporter Hellm Andics, AFEX-sales manager Heinz Donnenb g, Austria's famous football international center forward Hans Buzek, local stage actor Erich Padalewski and, with backs to camera, Israel singing star Carmela Corren and music manager Sigfried Rothemund. A cardboard Elvis Presley at right rear watched the proceedings.

SINGAPORE - One of the many effective ways of telling the people of this city that Gregory Peck and Audrey Hepburn were together in "Roman Holiday" at the Cathay.



There are two reasons for the proverbial persistence of anglers. The first is that the fish are biting; the second is that they are not. Either is a sufficient justification for fishing a little longer.
-Fred Streever



TORONTO, Ontario - Canadian Paramounteers gathered on the occasion of farewelling Al Taylor as he departed for Dallas, Texas, to become southwestern division manager there. Reading L to R: Harry Madorsky, revisor; Wally Blair, shipper; Jim O'Brien, shipper; Kiki Pappas, booker; Bill Turrell, booker; Sandra Abrams, contract sales analyst; Bob Innes, head shipper; Jo-Anne Kitamura, secretary; Jean Hendry, revisor; Ute Freier, biller; Alice Jardine and Amy Mitchell, revisors; Max Applebaum, 16mm manager; Al Taylor; Marcelle Lee, secretary; Jean Uttley, control clerk; Mickey Stevenson, Paramount general manager; Mollye Nisker, secretary; Bud Copas, accountant; Edna Gordon, booker; Win Barron, Paramount publicity director; Clara Rogers, ledger clerk; Robert Smith, accountant; Morgan French, booker's assistant; Barbara Rosenberg, secretary; Elizabeth Romer, ledger clerk; Marywynne Parke, secretary; Sharon Battle, ledger clerk; Jack Allen, salesman; Lil Kawchak, ledger clerk; Leo Haag, chief accountant; Burt Playter, accountant.



LINDA BRUHL, who has the role of Corinne Griffith as a child in "Papa's Delicate Condition," is expected to become one of the most interesting of the juvenile players in recent years.

Censure is the tax a man pays to the public for being eminent.
-Jonathan Swift



DEBBIE REYNOLDS in "My Six Loves" has the challenging role of a Broadway actress who all of a sudden acquires a family of six tots and one mutt. No wonder she gazes from the window of her Long Island home and ponders the problem of the family versus the stage. It's one of the most heartwarming roles in a host of Pink Tuesdays, and the film will make tens of millions of picturegoers glad that they saw it.



BEIRUT, Lebanon - Crowds were both outside and inside the Colisee Cinema when Elvis Presley's "Blue Hawaii" was the recent attraction there. Need we add that the Hal Wallis picture was a huge success?

The difference between a good school and a poor school is often the difference between a good and a poor principal.
James B. Conant



MANILA, Philippines - Viewing the "Philippine Cancer Society" photo exhibits at the charity premiere of "Breakfast at Tiffany's" in the Avenue Theatre lobby are, L to R: Ric Javier of Paramount, Mrs. Mario Marquez, Mrs. Salicup, Mario Marquez, president of the Philippine Bankers Association and chairman of The Philippine Cancer Society, and Dr. Roman Salicup, administrative officer of the association, which sponsored the showing of the Paramount picture. (The background of "Summer and Smoke" related to a forthcoming picture).

Our greatest obligation to our children is to prepare them to understand and to deal effectively with the world in which they will live and not with the world we have known or the world we would prefer to have.
-Grayson Kirk

PER "HATARI!" LA PIU' GRANDE CAMPAGNA PUBBLICITARIA NELLA STORIA DELLA PARAMOUNT

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Quando voi riceverete questo numero, "HATARI!" di Howerd Hawks avrà già cominciato a ricevere il plauso del pubblico in vari locali degli Stati Uniti. (All'estero, salvo una o due eccezioni, il film non uscirà prima dell'inizio del 1963 in modo da trarre il massimo vantaggio dall'enorme mole di pubblicità che si sarà accumulata fino allora). A questo proposito, vi facciamo notare che la programmazione della pellicola in America è stata preceduta dalla più colossale campagna che la Paramount abbia mai riservato a nessun film. Del resto, nei nostri due ultimi bollettini vi abbiamo dato diversi particolari in merito, ed altri ne troverete nel presente fascicolo. A vostra tranquillità, vi aggiungiamo che l'ufficio pubblicità della Paramount International a New York non manca di assicurarsi giorno per giorno che tutti i nostri uffici all'estero ricevano ogni e qualsiasi elemento di materiale reclamistico disponibile onde vedersi facilitato a suo tempo il proprio lanciamento locale.

Une delle pellicole più divertenti che la nostra Casa abbia mai prodotto ha fatto una breve apparizione in anteprima a un cinema di New York l'ultimo di Maggio. E' intitolata "WHO'S GOT THE ACTION?" ed è ottimamente interpretata da Dean Martin, Lana Turner ed Eddie Albert. E' una commedia su sfondo di corse di cavalli, con una moglie affettuosa che escogita un piano per guarire il marito del vizio di scommettere. Proprio uno di quei



HELIOPOLIS, Egypt - Management of the New Roxy put plenty of imagination to work in telling the local picturegoers about "Summer and Smoke."

lavori moderni pieni di movimento e di brio che al giorno d'oggi vanno magnificamente al botteghino. Uscirà alla fine del 1962, sicchè i buoni risultati d'incassi si vedranno nell'anno nuovo.

Il mese scorso il presidente della Paramount International, James H. Perkins, si è recato in aereo in Messico onde presenziare ad un banchetto in onore di Arthur L.Pratchett in occasione del suo ritiro dopo i lunghi anni spesi al servizio della Paramount. In altre parte troverete illustrazioni di questo avento nonchè notizie circa qualcuno dei tributi resi a questo funzionario che ha partecipato così magnificamente al progresso della nostra Casa in America Latina.



HOLLYWOOD - Luigi Zaccardi, Rome representative of the Paramount production department, is shown on the set of the Hal Wallis production, "Girls! Girls! Girls!" with the film's star, Elvis Presley, and director Norman Taurog, at right. Mr. Zaccardi was an honored guest in the studio during his visit.

In Canada, la Paramount ha ripreso a funzionare per conto proprio. La società che aveva formato con la Columbia Pictures un anno e mezzo fa sotto il nome di Affiliated Pictures Corp. Ltd. è stata sciolta di comune accordo, e la Paramount Film Service ha ripreso la sua attività indipendente in quel territorio.

Quanto dicevamo più sopra a proposito di "WHO'S GOT THE ACTION?" conferma una volta di più che i film che presenteremo durante l'ultima parte del 1962 saranno quasi tutte commedie. "MY GEISHA", che ha riscosso e sta riscuotendo un bel successo in diverse parti del mondo, farà presto la sua apparizione negli Stati Uniti dove siamo certi darà gli stessi ottimi risultati. Le altre tre commedie riservate alla seconda metà dell'anno saranno tutte grandi e sono precisamente: "THE PIGEON THAT TOOK ROME" con Charlton Heston, Elsa Martinelli e molti altri ottimi artisti; "IT'S ONLY MONEY" con un Jerry Lewis più comico di sempre e, questo volta, senza la sua regia; ed infine "GIRLS! GIRLS! GIRLS!", cioè il più divertente lavoro di Elvis Presley che Hal Wallis ci abbia dato finora. Su tutti e tre questi film abbiamo appositamente tenuto a pubblicare parecchio materiale in questo numero.

"FIRE AWAY", il corto metraggio Paramount sulla vita di un cavallo da trotto ha avuto diverse magnifiche prime negli Stati Uniti e sta dando prove di essere uno dei migliori e più indovinati soggetti che abbiamo mai distribuito. E' il tipo di short che indubbiamente piacerà molto anche in tutte le altre parti del mondo.

CLAUDE, Texas - The entire population of this Panhandle town, including men, women, children and animals, was hired by Paramount to appear as extras in "Hud Bannon," starring Paul Newman, while the picture was being filmed here. Its population is 748.

Producer-director Martin Ritt assigned 400 people to work in a rodeo parade, 300 for a baseball game crowd and the remaining 48 in daily street scenes.



HONGKONG - The Mode Elite dress establishment presented this effective window display as a contribution to the general local and very happy acceptance of "Breakfast at Tiffany's" as one of the gayest films to play the Queen's, Royal and State theatres in a long while.

Much more is known about the stars than about rheumatism.
Henry S.Haskins

IS THIS A BULLET FROM THE GUN OF . . .

THE MAN WHO SHOT LIBERTY VALANCE ?

VISIT THE

A.B.C. CINEMA . BRISTOL ROAD

During WEEK COMMENCING MAY 13th . . TO FIND OUT

LONDON - This message was on an envelope containing a plastic bullet, and was part of a fine showmanship campaign in behalf of "The Man Who Shot Liberty Valance" at the A.B.C. Cinema, Bristol Road. Envelopes were distributed by the thousands - and of course the 'bullet' was completely harmless.



HONGKONG - Elvis Presley's "Blue Hawaii" was the recipient of a resounding showmanship campaign when it played the Royal, Queen's and State Theatres day-and-date recently. A typical newspaper advertisement, as it appeared in the Kung Sheung Daily News, is shown above. Advertisements for the picture, some of them in color, appeared in just about every publication in the Colony.



HONGKONG - One of the most internationally gratifying signs in the world contains an H, an O, two U's, an S, an E, an F and two L's. Put them all together and you have HOUSE FULL. Above you see the sign as displayed continuously by the Queen's Theatre during the engagement of "Breakfast at Tiffany's." What is more....



.....Here you see the very same sign displayed by the Royal in Hongkong, where "Breakfast at Tiffany's" was served up day-and-date with an equal measure of public acceptance. In both instances the theatres matched the picture with wonderful showmanship campaigns.

"My Six Loves" --- Six Wonderful Kids - and a Shaggy Mutt



Dainty and delectable Debbie Reynolds found herself outside one bus in "My Six Loves" , and before she knew it, she got another buss --- this one from the loveable, lumbering 'mutt' that's one of the delights of this happy, homespun picture.

Due to this issue of Paramount World having been advanced somewhat on publication date, we regret to advise that our Japanese and Chinese columns did not reach us in time for publication. The columns will appear regularly in all future issues, commencing with the August one.

MORE INTERESTING NEWS FROM THE SHOWMANSHIP-MINDED FAR EAST



MANILA, Philippines - The night of the special charity showing of "Breakfast at Tiffany's," at the Avenue Theatre, the Band of the Philippine Air Force played popular music in the theatre's lobby. Included of course was the enormously popular "Moon River" from the film.





SINGAPORE - Two views of the front of the Cathay Cinema during the highly popular re-release of "Roman Holiday," co-starring Gregory Peck and Audrey Hepburn.

MOVIE MARKETING/MARCH 1962/PAGE 3

SWELL JOB: It's natural that country and market managers should do a fine job in public relations and press coverage of the top brass when latter visit their territories...and that they do without any exception all over the world. However, now & then the exceptional job is turned in and thus we like to give credit where credit is due in such a case. Here's one:

It happened early this month on the occasion of the first visit to Taipei by James E. Perkins, President of Paramount Int'l, and Mrs. Perkins. The man who made it happen was Andrew T. Fan, the American major's longtime manager in the Republic of China. Highlights: 3-column by 8-inch "Hearty Welcome to China" advertisements in Taipei's two English-language newspapers, sponsored by 60 theatres in 33 cities & towns of the island republic; same ads in 8-column by 4-inch size and 2-column by 4-inch in capital's leading Sino-language dailies; half-page pictorial splash in Sino-language Screen Graphics fan magazine; feature stories in all media drawing attention to fact Paramount is releasing in Taiwan its two Oscar nominees, *Breakfast at Tiffany's* and *Summer and Smoke;* organized airport welcome by 40 national exhibitors, who later tendered a luncheon; press conference covered by 14 leading publications; dinner hosted by Central Motion Picture Corp.

Boys & girls, that's a campaign reminiscent of the days when movies were sold with showmanship.

We are mighty happy to give Andy Fan this kind of notice, because he's one of the best distribution men in Asia (and who said that an accountant—that's how Andy started in the industry—can't become a showman!).

We are also happy that Jim & Isabel Perkins were on the receiving end of this wonderful hospitality. They are among the elite for whom it's a real pleasure to roll out the carmine carpet. They always like everything that's done for them . . . and they always say so in a genuine and heartfelt fashion.



ANDREW T. FAN

Extremely capable Paramount manager in Taipei, Taiwan, to whom grand editorial tribute is paid in the adjoining column from Glenn T. Ireton's international and authoritative publication, Global Movie Marketing.



HONGKONG - One of the most popular publications in this part of the world is the Hit Parade Songbook. It contains the words and music of more than 100 of the top songs of the day and is published regularly. Front cover of Number 13 is here depicted. It features Elvis Presley, who was also on the back cover, as well as on Pages 11, 21, 45, 63, 71 and 85. In fact, just about all of the illustrations in the book showed Elvis Presley in "Blue Hawaii."



RIO DE JANEIRO - One of a host of standees placed strategically in important parts of the city in advance of the gala charity premiere of "Breakfast at Tiffany's," at the Bruni-Flamengo Theatre. The cigarette holder and the cigarette itself were three-dimensional and attracted a great deal of attention.

Each $1 CARE Food Crusade package sent to Pakistan gives 432 children a half-pint of milk.



SINGAPORE - One of the towering, 30-ft high signs for "My Geisha" on the outskirts of this city when the Shirley MacLaine comedy romance was a huge success at the Cathay Theatre.

People who look down on others may be living on a bluff.
-Good Impressions

Alfred Hitchcock's "Rear Window" is proving to be a most solid success in its re-release engagements in Japan. At the Nippon Gekijo in Sapporo and the Scalaza in Fukuoka, the suspense thriller is outdistancing, by almost 100%, the prior record established by "Samson and Delilah."

"HATARI!" ESTÁ RECEBENDO A MAIOR CAMPANHA PROMOCIONAL DA HISTÓRIA DA PARAMOUNT

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Mais ou menos na época em que esta edição chegar à suas mãos, a produção de Howard Hawks, "HATARI!", estara recebendo as reações das platéias, através das exibições públicas nos Estados Unidos. (Exibições no estrangeiro, com uma ou duas exceções, não serão feitas antes dos principios de 1963, de maneira a que o filme possa receber todos os benefícios da publicidade acumulada). As exibições nos Estados Unidos atingirão a culminância da maior barragem de showmanship que a Paramount jàmais proporcionou a qualquer outro filme. Amostras do que já foi feito, nossos leitores viram nos dois mais recentes numeros do Paramount World; e ha tambem muita coisa neste numero. Alem disso, o Departamento de Publicidade, Propaganda e Promoção da Paramount International, em Nova York, está providenciando para que cópias de todo o material promocional seja remetido aos publicistas da Paramount pelo mundo afora.



RIO DE JANEIRO - Important group in lobby of the Bruni-Flamengo Theatre the evening of the glittering premiere of "Breakfast at Tiffany's." L to R: Mr. Oswaldo Netto, director of Nova America Cinematografica; Mr. Oswaldo Leite Rocha, publicity director of Paramount Films in Brazil; Mrs. Mangabeira; Mrs. Lacerda with Governor Lacerda; and Mr. Armando Ribeiro, director of Livio Bruni, S.A.

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Uma das mais engraçadas comedias que até hoje ostentaram a Marca da Paramount, foi mostrada em sneak preview, em Nova York, no último dia de maio. Seu titulo é "Who's Got the Action", e tem como co-estrelas Dean Martin, e Lana Turner e Eddie Albert. Trata-se de uma comédia que fez uma entrada feliz no programa da nossa companhia, uma dessa comedias modernas que hoje em dia fazem estrondosos movimentos de bilheteria. Seu lançamento está previsto para fins deste ano, mas o certo é que essa comedia pode desde já ser olhada como uma quebradora de recordes no proximo ano.

No mês passado, o presidente da Paramount International, James E. Perkins, voou até ao Mexico para tomar parte no almoço em homenagem a Arthur L. Pratchett, que se aposentou após grandiosos anos de ação no cenario da Paramount. Publicamos fotos em outra parte deste número, assim como tambem os varios tributos dedicados ao homem que tão esplendidamente participou na marcha do progresso da nossa companhia, em suas atividades na America Latina.

A Paramount esta novamente agindo por conta própria no Canadá. A aliança de ano e meio com a Columbia Pictures, acaba de ser dissolvida de comum acordo, passando a Paramount Film Service a funcionar independentemente, como antes, desaparecendo assim a Affiliated Pictures Corp. Ltd.

A menção feita acima a "Who's got the Action", serviu para salientar o fato de que as comedias é que vão dar a nota de destaque, nos lançamentos dos ultimos meses de 1962. Já pronta para ser apresentada, encontra-se "Minha Doce Gueixa", filme que no momento esta tendo uma boa medida do seu sucesso ao ser exibido em certas partes do mundo, sucesso que por certo será duplicado nos Estados Unidos. Virão depois as três grandes da metade final do ano: "O Pombo que Conquistou Roma", com Charlton Heston, Elsa Martinelli e varios outros ótimos interpretes; "It's Only Money", com Jerry Lewis no seu mais gozado desempenho, num filme dirigido por outra pessoa que não ele; e, é claro, a última deste trio comico é "Girls! Girls! Girls!", de Elvis Presley, comédia em que Hal Wallis nos da a melhor, a mais colorida e a mais melodiosa das fitas de Presley. Os leitores notarão que estamos dando um destaque especial a estas comédias, neste numero -- e boas razões temos para isto.

"Fire Away", o short de duas partes da Paramount, a respeito da vida de um cavalo trotador, já teve varias apresentações sensacionais nos Estados Unidos e tudo indica que se tornará um dos melhores e mais atraentes shorts até hoje oferecidos pela nossa companhia. É o tipo do filme de curta metragem que fara sucesso em qualquer parte do mundo.

CHICAGO - A further chapter on the showmanship stunt for "The Man Who Shot Liberty Valance" reported on Page 4. This scene is on State Street, directly outside the State Lake Theatre and shows the crowd attracted by the colorfully staged episode.



"HATARI!" KRIJGT DE GROOTSTE PROMOTIE CAMPAGNE IN PARAMOUNT'S GESCHIEDENIS

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Omstreeks de tijd, dat dit blad U bereikt, zal Howard Hawks' productie "Hatari!" de reacties van het publiek ontvangen tijdens de openbare vertoningen in de Ver.Staten. (Overzese vertoningen, met een of twee uitzonderingen, zullen uitgesteld worden tot begin 1963, opdat de film ten volle zal kunnen profiteren van alle bijeengebrachte publiciteit). De Amerikaanse vertoningen zullen het hoogtepunt vormen van de grootste publiciteitscampagne, welke Paramount ooit voor een film gevoerd heeft. Iets hiervan hebt U reeds in de twee voorgaande nummers van Paramount World kunnen zien, en in dit nummer kunt U er nog veel meer over lezen. Voorts zal de Paramount International publicity, advertising en promotion department in New York er voor zorgen, dat al het beschikbare publiciteitsmateriaal naar alle Paramount showmen over de gehele wereld gezonden zal worden.

Een van de vrolijkste films, die ooit het Paramount handelsmerk gedragen hebben, beleefde eind Mei in New York een voorvertoning. De titel is "Who's got the action" met Dean Martin, Lana Turner en Eddie Albert. Het is een komedie met paardenraces op de achtergrond, doch het hoofdthema van de film is een plan, dat een liefhebbende echtgenote smeedt om de goklust van haar man te bestrijden. Het is een waardevol nieuw lid in het gezelschap van de moderne komedies, die tegenwoordig zulke prachtige kassa-successen zijn. De film zal tegen het einde van 1962 uitgebracht worden, doch men kan hem thans reeds beschouwen als een van die films, die volgend jaar kassamagneten zullen worden.

Vorige maand vloog Paramount International's president, James E.Perkins, naar Mexico om een lunch bij te wonen ter ere van Arthur L.Pratchett, die zich na vele jaren van het Paramount toneel gaat terugtrekken. Elders in dit nummer vindt U foto's van deze gebeurtenis, alsmede een aantal van de vele eerbewijzen, deze man betoond wegens zijn uitzonderlijk aandeel in de vooruitgang van onze maatschappij in de Latijs Amerikaanse sector.

CAIRO, Egypt - If you have wanted to know what the title, "Summer and Smoke," and the names of the stars, look like in Arabic, then the management of the Radio Theatre here have certainly obliged you.





Laurence Harvey, as the man who wants to change his national allegiance, learns something of true and unswerving loyalty from Miyoshi Umeki in Hal Wallis' penetrating production of "A Girl Named Tamiko."

Paramount heeft weer zijn eigen kantoor in Canada. Het gedurende anderhalf jaar samen gaan met Columbia Pictures onder de naam Affiliated Pictures Corp. Ltd. is met wederzijds goedvinden beëindigd, en Paramount Film Service functioneert daar wederom onafhankelijk.

De vermelding hierboven van "Who's got the action" dient ook om de nadruk te leggen op het feit, dat de komedies een belangrijke plaats innemen in de premières in de tweede helft van 1962. Binnenkort gaat "My Geisha" in première, een film welke reeds elders in de wereld mooie successen geboekt heeft, die in de Ver. Staten zeker nog verdubbeld zullen worden. Dan zijn de drie grote films voor de laatste helft van het jaar: "The Pigeon that took Rome", met Charlton Heston, Elsa Martinelli en vele andere goede vertolkers; "It's only money", met Jerry Lewis in beslist de grappigste rol van zijn leven, en een film welke niet door hemzelf werd geregisseerd; en de derde van dit komedie trio is natuurlijk Elvis Presley's "Girls, Girls, Girls", waarmee Hal Wallis ons de allerbeste, meest kleurrijke en meest melodieuze Presley film tot nu toe aanbiedt. U zult zien, dat wij van deze drie films foto's hebben geplaatst in dit nummer -- en waarlijk met goede redenen.

"Fire Away", de Paramount twee-acter over het leven van een renpaard, heeft verschillende mooie premières in de Ver.Staten gehad en alles wijst er op, dat dit filmpje een van de beste shorts is, welke wij ooit uitgebracht hebben. Het is een short, welke het over de gehele wereld goed zal doen.

According to a cable received by Mr. Perkins from Far East division manager S.A.Henriksen, "Blue Hawaii" opened in Tokyo, Japan on May 12 to superb business. The first 3 days were almost double the business registered by "G.I.Blues" in the same comparative time period.



SANTIAGO, Chile -Where else could this Shirley MacLaine cutout (for "All In A Night's Work") be more effective than in a men's store. This is the Arlequin store here, and the benefitting cinema was the Rex.

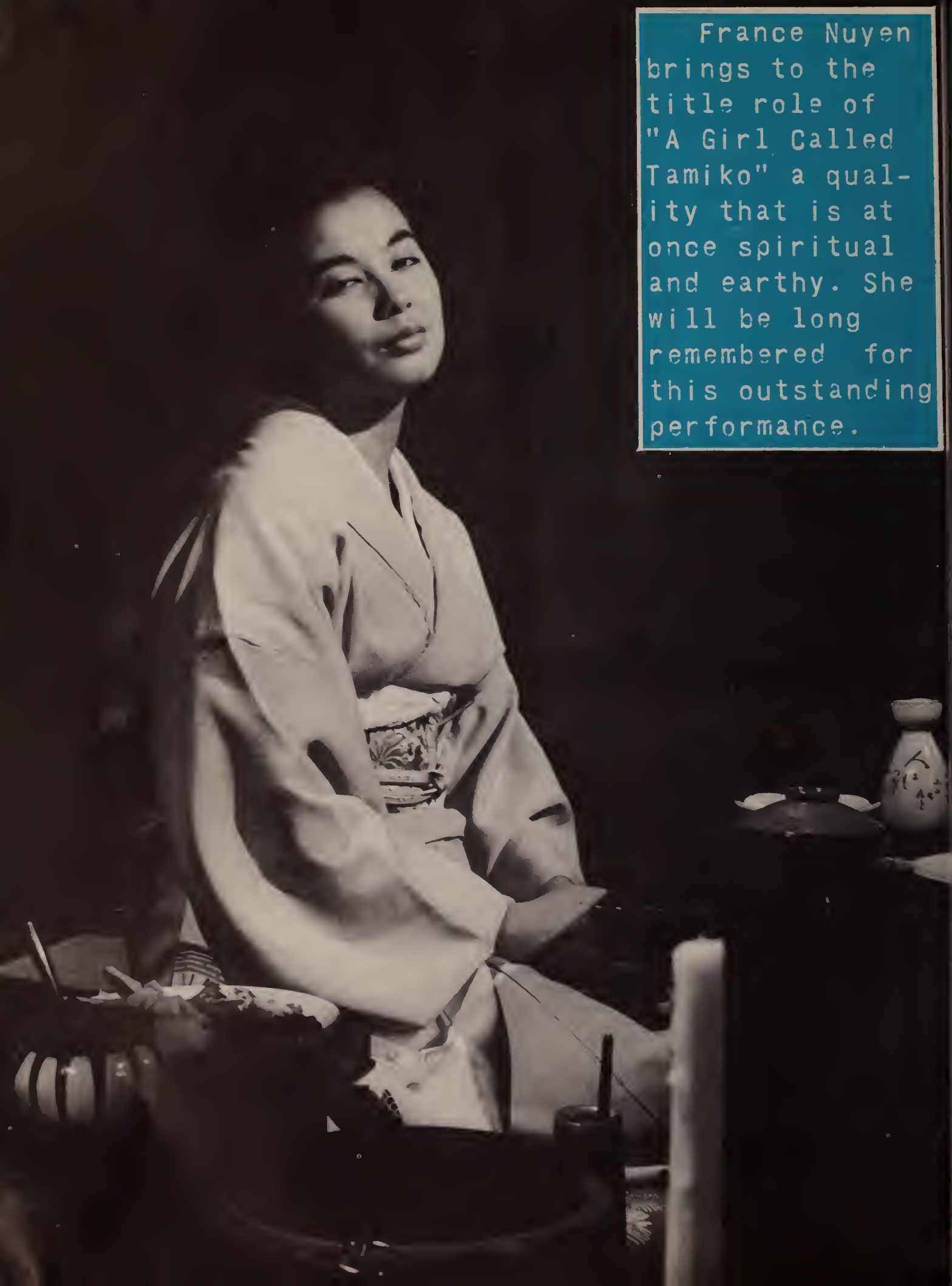


CHARLIE RUGGLES, long time Paramount favorite, and a great hit in "The Pleasure of His Company," has been signed for a major role in Jack Rose's production, "Papa's Delicate Condition."

The Paramount release stars Jackie Gleason and Glynis Johns, and introduces seven-year-old Linda Bruhl.

Picture is being made from the best-selling book by former screen star Corinne Griffith.

THE WORLD is full of willing people — some willing to work, the rest willing to let them.
Joan Winchell



France Nuyen brings to the title role of "A Girl Called Tamiko" a quality that is at once spiritual and earthy. She will be long remembered for this outstanding performance.

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Funded by a donation from
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